



2015

# APPA BUSINESS PARTNERSHIPS

## *Who are we?*

- The Australian Primary Principals Association (APPA) is the national professional association for primary school principals in Australia.
- APPA represents affiliated state and territory Government, Catholic and Independent primary school principals across the nation (over 7,000 members).
- APPA is the national voice on national issues. It speaks directly to the Federal Government and national bodies on matters that concern school principals and their school communities. APPA has direct lines of communication with the Federal Minister's office.
- Each state and territory has up to three delegates on the National Advisory Council, (one from each of the Government, Catholic and Independent sectors). They meet regularly throughout the year to direct and plan strategically for action and representation.

## *Purpose*

The purpose for APPA is to be the national voice for all primary school principals.

## *Core Business*

- Be a viable, independent and credible national body.
- Be recognised as a key stakeholder in the national educational debate in Australia.
- Influence the national educational agenda (including appropriate resourcing) and decision making.
- Meet regularly with federal and state government representatives.
- Engage in educational research.

## *Membership Numbers*

APPA's membership numbers are made up of over 7,000 school principals across the Government, Catholic and Independent sectors across each State and Territory.



## Why Partner with APPA?

APPA is clearly recognised across Australia as the body which represents and speaks on behalf of primary school principals. Our association president Dennis Yarrington is regularly quoted in the media and contributes to a number of educational publications throughout the year. Partnering with APPA places your business or organisation alongside this highly regarded association. Such a partnership is seen by principals as a strong indicator of a company's credibility, professionalism and know-how in their area of expertise.

### *Partnering your brand with APPA*

#### *Website*

The APPA website currently collates a wide range of information, links and resources for educators across Australia. The access to the website is not limited to principals but is open to teachers, school leadership teams, media and others interested in the world of the primary school. The APPA website is one of the most important mediums for accessing our members and over 3,000 visitors are recorded each month visiting the site.

In 2015 the website will be redeveloped to incorporate a fresh look and greater accessibility to the content and links provided by our major Business Partners.

#### *Communication with Principals*

APPA regularly communicates with primary school principals via emails distributed through our state and territory associations. These emails bring news and information about issues pertinent to these principals.

In 2015 the APPA President, Dennis Yarrington will write quarterly to principals via an APPA e-newsletter.

#### *APPA Logo and Endorsement*

APPA's brand is trusted and valued within the education profession. With national issues now at the forefront of educational debate we have a strong focus on the implementation of the Australian Curriculum, principal support and development, and teacher education and training.

#### *Connected Leader*

Connected Leader is our e-journal for all primary school principals. Each monthly issue of Connected Leader provides principals with a carefully researched set of links to cutting-edge, skill-building videos, blogs, audio files, news reports, research papers and job opportunities.

Connected Leader offers good opportunity for companies to advertise through a respected and innovative medium.

#### *Twitter*

APPA's twitter has built quickly to some 1,300 followers. This figure continues to grow and offers a great opportunity to connect with a broader education community.

#### *Other*

This prospectus highlights other avenues for developing your brand through APPA.

### *APPA Conference participation*

The annual APPA conference has a strong presence in the calendars of primary school principals. The conference regularly has over 600 delegates in attendance. Sponsors of the conference see their brand promoted strongly 'on the floor' and have the opportunity to demonstrate and speak about their products or services directly to principals. Business Partners are encouraged to be a part of the conference through sponsorship.

#### *Future Conference Schedule*

- 2015 – Hobart: Wed 16th - Fri 18th September
- 2016 – Auckland: APPA / NZPF Trans-Tasman 31 May - 3 June
- 2017 – Brisbane
- 2018 – Perth
- 2019 – Adelaide

# Business Partnership Inclusions

## Premier Partnership - Exclusive

*Investment: discussed upon application – per annum*

### Recognition

In being recognised as APPA's Premier Partner primary school principals see that this partner offers unique and committed support to their work in schools through their national association. APPA will regularly acknowledge this partnership at events, in communication and through material branding.

### Projects

There is an opportunity within any three year agreement period for APPA to work with the Business Partner to produce, for example, a professional learning product or service, undertake a research project or enter into some other type of initiative that supports APPA's work.

### Website and Connected Leader

- The Business Partner's logo is permanently fixed on the APPA website homepage.
- An acknowledgement of this level of partnership is made along with a link to the Business Partner's website on the Business Partnership page on the APPA website.
- A space to promote specific products or services on the Business Partnership page on the APPA website.
- The Business Partner's logo will be displayed on the front page of Connected Leader.
- The Business Partner is provided with a permanent and prominent advertising space within Connected Leader.
- Authorisation to use the APPA logo\* on their own website and relevant marketing materials.

### Communications

APPA will:

- Provide a president's endorsement for products or services relevant to members in the APPA newsletter.
- Acknowledge the Business Partner in selected tweets.
- Tweet when relevant products or resources are released by the Business Partner.
- Retweet Business Partner tweets that are relevant to APPA's followers.

### APPA Conference Participation

The Premier Partner is:

- Guaranteed acceptance as a conference exhibitor
- Given the opportunity to address the delegates at the APPA Conference
- Given the opportunity to display a banner during an APPA forum/session at the annual conference
- Acknowledged as premier partner to all delegates

### APPA's National Advisory Council (NAC)

The Business Partner has the opportunity to speak to APPA's NAC each year. The NAC consists of representatives from each state and territories Government, Catholic and Independent sectors.

## Gold

*Investment: \$40,000 + GST per annum*

### *Projects*

There is an opportunity within any three year agreement period for APPA to work with the Business Partner to produce, for example, a professional learning product or service, undertake a research project or enter into some other type of initiative that supports APPA's work.

### *Website and Connected Leader*

- An acknowledgement of this level of partnership is made along with a link to the Business Partner's website on the Business Partnership page on the APPA website.
- A space to promote specific products or services on the Business Partnership page on the APPA website.
- The Business Partner is provided with a permanent and prominent advertising space within Connected Leader.
- Authorisation to use the APPA logo\* on their own website and relevant marketing materials.

### *Communications*

APPA will:

- Provide a president's endorsement for products or services relevant to members in the APPA newsletter.
- Acknowledge the Business Partner in selected tweets.
- Tweet when relevant products or resources are released by the Business Partner.
- Retweet Business Partner tweets that are relevant to APPA's followers.

### *APPA Conference Participation*

The Gold Partner is:

- Guaranteed acceptance as a conference exhibitor
- Given the opportunity to address the delegates at the APPA Conference
- Given the opportunity to display a banner during an APPA forum/session at the annual conference
- Acknowledged as Gold Partner to all delegates

### *APPA's National Advisory Council (NAC)*

The Business Partner has the opportunity to speak to APPA's NAC each year. The NAC consists of representatives from each state and territories Government, Catholic and Independent sectors.

## Silver

*Investment: \$25,000 + GST per annum*

### *Website and Connected Leader*

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- The Business Partner is provided with a permanent and prominent advertising space within Connected Leader.
- Authorisation to use the APPA logo\* on their own website and relevant marketing materials.

### *Communications*

APPA will:

- Provide a president's endorsement for products or services relevant to members in the APPA newsletter.
- Acknowledge the Business Partner in selected tweets.
- Tweet when relevant products or resources are released by the Business Partner.
- Retweet Business Partner tweets that are relevant to APPA's followers.

### **APPA Conference Participation**

The Silver Partner is:

- Guaranteed acceptance as a conference exhibitor
- Given the opportunity to display a banner during an APPA forum/session at the annual conference
- Acknowledged as Silver Partner to all delegates

### **APPA's National Advisory Council (NAC)**

The Business Partner has the opportunity to set up a poster or display at an APPA's NAC each year. The NAC consists of representatives from each state and territories Government, Catholic and Independent sectors.

## Bronze

*Investment: \$15,000 + GST per annum*

### *Website and Connected Leader*

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- The Business Partner is provided with a permanent and prominent advertising space within Connected Leader.
- Authorisation to use the APPA logo\* on their own website and relevant marketing materials.

### *Communications*

APPA will:

- Provide a president's endorsement for products or services relevant to members in the APPA newsletter.
- Acknowledge the Business Partner in selected tweets.
- Tweet when relevant products or resources are released by the Business Partner.
- Retweet Business Partner tweets that are relevant to APPA's followers.

### *APPA Conference Participation*

The Bronze Partner is:

- Guaranteed acceptance as a conference exhibitor.
- Acknowledged as an APPA Business Partner

## Brand and Product Endorsements

*Investment: discussed upon application*

APPA endorsement or the use of the APPA logo is available to products and services that are deemed to be of a high quality and relevant to Australian primary schools. Fees are generally based on a percentage of profits and usually require an initial financial commitment; however, these arrangements are flexible and are negotiated once the product has been approved by the APPA Board.

Special arrangements may be put in place for charitable causes, government initiatives, or products or services that are not commercially based.

## Additional Opportunities

*Investment: discussed upon application*

Advertising in Connected Leader is an opportunity for companies to promote their products or brand in a widely circulated e-journal that comes out ten times a year. The advertising rates for Connected Leader are dependent upon number of issues, size and prominence.

	Banner	Full Page
One issue	\$300	\$800
Five issues	\$1,275	\$3,400
Ten issues	\$2,400	\$6,400

**\*Note: Any use of the APPA logo is subject to written approval by the Australian Primary Principals Association Limited.**

**For Further information please contact APPA’s Executive Officer, Michael Nuttall, via email at [natoffice@appa.asn.au](mailto:natoffice@appa.asn.au) or over the phone on 0405 986 675.**

## APPA Business Partner Overview

	Premier	Gold	Silver	Bronze
<b>RECOGNITION</b>				
Acknowledged as a Premium Business Partner at events, in communication and on branding.	Exclusive			
<b>PROJECTS</b>				
The opportunity to work with APPA on a project	✓	✓		
<b>WEBSITE &amp; CONNECTED LEADER</b>				
The Business Partner's logo is permanently fixed on the APPA website homepage.	Exclusive			
An acknowledgement of this level of partnership is made along with a link to the Business Partner's website on the Business Partnership page on the APPA website.	✓	✓	✓	✓
A space to promote specific products or services on the Business Partnership page on the APPA website.	✓	✓	✓	✓
The Business Partner's logo will be displayed on the front page of Connected Leader.	Exclusive			
Provided with a permanent and prominent advertising space within Connected Leader.	✓	✓	✓	
Authorisation to use the APPA logo on their own website, products and relevant marketing materials.	✓	✓	✓	✓
<b>COMMUNICATIONS</b>				
Provide a president's endorsement for products or services relevant to members in the APPA newsletter.	✓	✓	✓	
Tweet when relevant products or resources are released by the Business Partner	✓	✓	✓	
Retweet tweets that are relevant to APPA's followers	✓	✓	✓	✓
<b>CONFERENCE</b>				
Guaranteed acceptance as a conference exhibitor	✓	✓	✓	✓
Given the opportunity to address the delegates at the APPA Conference prior to one of the key sessions	✓	✓		
Given the opportunity to display a banner during an APPA forum/session at the annual conference	✓	✓	✓	
Acknowledged as an APPA Business Partner	✓	✓	✓	✓
<b>NATIONAL ADVISORY COUNCIL MEETINGS</b>				
The opportunity to speak to APPA's NAC	✓	✓		
The opportunity to set up a poster or display at an APPA's NAC meeting.	✓	✓	✓	
<b>APPA LOGO</b>				
Use on Business Partner Website	✓	✓	✓	✓