

**AHA**  
**NSW**



Tourism  
Accommodation  
Australia (NSW)

# ASSOCIATE MEMBERSHIP



BUILDING **YOUR** BRAND WITHIN THE **HOSPITALITY & ACCOMMODATION** INDUSTRY

# LOOKING FOR CONNECTIONS IN THE HOSPITALITY INDUSTRY?

The **Australian Hotels Association NSW (AHA NSW)** is the peak hospitality industry body in the state. We represent 1800 licensed premises in NSW, from the bush pub to suburban hotel, major CBD entertainment complexes to four and five-star luxury hotels.

**Tourism Accommodation Australia NSW (TAA NSW)**, a division of **AHA NSW**, is the premier accommodation association representing the interests of three, four and five star hotels, motels and serviced apartments in the state. **TAA NSW** members offer premium accommodation and dining experiences across metropolitan and regional NSW.

**AHA NSW** and **TAA NSW** members employ more than 70,000 people and spend \$20 million on training our staff each and every year.

Both **AHA NSW** and **TAA NSW** offer effective communication channels providing your business with targeted opportunities to meet and network with the hospitality and accommodation industry.

**By becoming an Associate Member, we can help your business:**

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



*“It is important as a professional industry supplier to remain connected with stakeholders and to remain abreast of the factors affecting the industry and informed of change. JLL Hotel & Hospitality Group considers a relationship with AHA NSW to deliver symbiotic benefits that are essential to maintaining and facilitating strong client relationships. We both value the affiliation and look forward to maintaining mutually beneficial connectivity with members.”*

**John Musca**

National Director, Hotels & Hospitality Group, JLL





“We see real value in our partnership with TAA NSW and have done so for many years. As one of the leading industry bodies, AHS benefit from the regular updates provided by TAA NSW as well as the industry events which are always a fantastic opportunity to network with current clients and potential new ones!

We feel we are a valued partner of TAA NSW and look forward to the partnership continuing in the years ahead.”

**Kylie Maxwell**

Executive General Manager,  
ahs hospitality



## MAXIMISING BRAND EXPOSURE TO TARGET HOTEL MEMBERS

AHA and TAA NSW Associate Members receive **support** and **endorsement**, a **stronger profile brand** along with **greater awareness** and **recognition**.

Our diverse membership requires 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 allows our members to recognise and affiliate your business with their industry association.*



ANNUAL INCLUSIONS	AHA NSW \$2500 exc GST	TAA NSW \$2000 exc GST	ASSOCIATE PLUS AHA NSW + TAA NSW \$3500 exc GST
<b>COMMUNICATION</b>			
Electronic industry updates	X	X	X
One (1) mail subscription to Hotel News	X	X	X
Two (2) subscriptions to AHA NSW fortnightly e-newsletter, Member Update	X		X
Two (2) subscriptions to TAA NSW monthly e-newsletter, Member Update		X	X
Business enquiries referrals service to members	X	X	X
<b>NETWORKING</b>			
Invitations to all Sub-branch and Super Sub-branch meeting functions	X		X
Two (2) invitations to AHA NSW Annual Function	X		X
One (1) invite to attend the twice yearly TAA NSW Board and Partner event		X	X
Opportunity to purchase tickets to annual events (e.g. Hotels Have Hearts, Golf days and other hospitality)	X	X	X
Opportunity to win two (2) tickets to the AHA and/or TAA NSW Awards for Excellence event	X	X	X
<b>ADVERTISING &amp; MARKETING</b>			
AHA NSW Associate Member logo	X		
AHA NSW Associate Membership certificate	X		
TAA NSW Associate Member logo		X	
TAA NSW Associate Membership certificate		X	
Associate PLUS Member logo			X
Associate PLUS Membership certificate			X
Listing with contact details in the Hotel News Industry Directory	X	X	X
Listing with contact details and description of your business within the online Industry Supplier Directory on the AHA & TAA NSW website (exclusive access to members only)	X	X	X
Two (2) opportunities to provide content into Member Update (AHA NSW fortnightly e-newsletter)	X		X
One (1) opportunity to provide content into Member Update (TAA NSW monthly e-newsletter)		X	X
One (1) Social Media shout out during your annual membership (AHA NSW Facebook & Instagram)	X		X
Mutual engagement with your business social media account/s	X		X
Four (4) opportunities to provide content within AHA & TAA NSW Partner and Supplier eDM sent to members	X	X	X
One (1) advertisement with a link displayed on the AHA NSW website for a two (2) week period	X		X



## Associate Membership ANNUAL INCLUSIONS

Holding an Associate Membership with AHA and/or TAA NSW combines both networking and advertising opportunities allowing you to engage and build your brand within the hospitality and accommodation industry.

Designed to bring you closer to AHA and TAA NSW members, holding a membership facilities these advantages.

### CONTACT VANESSA TAYLOR

Partnerships & Event Coordinator

P: 02 8218 1815

E: [vanessa.taylor@ahansw.com.au](mailto:vanessa.taylor@ahansw.com.au)



*“Fugen Constructions have been an AHA NSW member since 2000, during which we have been able to actively promote and communicate with an all-important hotel, pub, restaurant and entertainment audience. For a commercial construction company specialising in the hospitality sector, this is critical. Our 20 year+ membership with AHA NSW has provided us with considerable benefits including invaluable industry support, expert industry-wide advice and marketplace knowledge, as well as allowed us to put the Fugen KNOW HOW brand and service offering in front of an all-important industry comprising of existing and potential clients.”*

**Stephen Flannery**

Managing Director, Fugen Constructions

*“Collaboration and strategic partnerships are fundamental to improving business outcomes. Through our alliance with TAA we have been able to increase our addressable market; we have benefited from the strengths and offerings other organisations bring to the table; and our employees can expand their development opportunities by being exposed to new perspectives and expertise from across the industry.”*

**Craig Coughlin**

CEO of LUXXE Outsourced Hotel Services





# FLEXIBLE OPPORTUNITIES TO TARGET MEMBERS

Becoming an Associate entitles you to exposure through our websites and official publication, Hotel News along with many other benefits to enhance your brand. Associate Membership provides a platform for your business to perform by way of recognition, networking, trust and industry introductions.

The additional add-ons allow flexibility and an opportunity to tailor a package that best suits your company.

**Please select any additional benefits you would like included in your Associate Membership package:**

## AHA NSW SUB BRANCH MEETINGS

- ☐ Speaking engagement at one (1) meeting (non-exclusive for approx. 10 minutes) **\$1,000 ex GST.**
- ☐ Sponsor a targeted meeting including networking drinks/dinner (opportunity to provide branded signage, address to members, flyers and other collateral.)  
**Exclusive Sub-Branch meeting sponsorship starts from \$6,000\*** (\*Additional costs + Terms & Conditions may apply)

## TAA NSW EVENTS

- ☐ Speaking engagement at one (1) meeting (non-exclusive for approx. 10 minutes - Terms & Conditions may apply) **\$1,000 ex GST.**
- ☐ Sponsor a targeted meeting including networking drinks/dinner (opportunity to provide branded signage, address to members, flyers and other collateral.)  
**Exclusive TAA NSW meeting sponsorship starts from \$6,000\*** (\*Additional costs + Terms & Conditions may apply)

## MEMBER UPDATE

- ☐ Banner advertisement **\$1,500 per ad ex GST.**
- ☐ Priority Placement **\$500 per placement ex GST.**

## HOTEL NEWS

- ☐ Full page advertisement **\$3,350 ex GST.**
- ☐ Double page advertisement **\$6,240 ex GST.**
- ☐ One/double sided insert page **\$2,600\*** (\*Additional costs may apply)
- ☐ 1/2 page advertisement\* **\$2,195 per ad exc GST.** (\*Subject to availability)
- ☐ Flysheet advertisement in one (1) edition **\$2,145 ex GST.**

## OTHER

- ☐ Direct marketing mail to Country/City/All members **\$POA**
- ☐ Sponsorship of an award for the AHA NSW Awards for Excellence (inclusive of branding, advertising and a table of 10 for the event) **\$10,000 ex GST.**
- ☐ 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 ex GST.**

## MEMBERSHIP CHOICE

- ☐ ANNUAL AHA NSW ASSOCIATE MEMBERSHIP **\$2500 ex GST.**
- ☐ ANNUAL TAA NSW ASSOCIATE MEMBERSHIP **\$2000 ex GST.**
- ☐ ANNUAL ASSOCIATE PLUS MEMBERSHIP **\$3500 ex GST.**

**TOTAL COST OF MEMBERSHIP: \$\_\_\_\_\_**

### After something a little more targeted?

AHA and TAA NSW have Corporate Partnership packages on offer which can be tailored to your business needs and requirements.

### CONTACT LEONE CRUDEN

General Manager, Partnerships & Events  
P: 02 8218 1824  
E: leone.cruden@ahansw.com.au

# ASSOCIATE MEMBERSHIP APPLICATION

Please complete the below application and return via email: [associates@ahansw.com.au](mailto:associates@ahansw.com.au)

## ASSOCIATE MEMBER

Billing Name:	
Trading Name (if different to billing name):	
ABN:	
Billing Address:	
Postal Address (if different to the billing address):	
Phone Number:	
Website:	

## CONTACTS

**PRIMARY CONTACT** - Main business contact to liaise with for Associate Membership:

Primary Contact Name:	
Primary Contact Number:	
Primary Contact Email:	

**SECONDARY CONTACT** - Secondary business contact/s to receive AHA / TAA NSW updates

Secondary Contact Name:	
Secondary Contact Number:	
Secondary Contact Email:	

## MARKETING CONTACT

If applicable, a separate business contact to the main/secondary contacts to assist with marketing & advertising opportunities included in your Associate Membership

Marketing Contact Name:	
Marketing Contact Number:	
Marketing Contact Email:	

## HOTEL NEWS

Listing with contact details in the Hotel News Industry Directory (Partner & Associate Members)

Contact Name:	
Phone Number:	
Email:	
Website:	

## AHA NSW HOTEL MEMBER REFERENCE

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: \_\_\_\_\_

## PAYMENT METHOD

An online payment page will be sent via email to the main contact to process payment via EFT or Credit Card. It would be appreciated if you could please process payment at your earliest convenience to activate your membership.

☐ Invoice

☐ Credit Card

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

Date: \_\_\_\_\_

☐ I have read and understood the terms and conditions on page 8 of this document

# TERMS & 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) and includes Tourism Accommodation Australia NSW (TAA NSW), a division of AHA NSW.
- 1.1.3. Associate: means the Associate Membership Entity as specified on the Associate Membership Application Form in this document.
- 1.1.4. Associate Member Logo means the approved logo and/or image provided by AHA NSW or TAA NSW which is applicable to the Associate Membership Choice selected by the Associate.
- 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 benefits specified on the page titled Annual Inclusions applicable to the Associate Membership Choice selected by the Associate, as well as any of the Additional Benefits on page 6
- 2.2. In consideration for the Annual Inclusions and Additional Benefits, the Associate will make payment to the AHA NSW of the amount specified and confirmed by the AHA NSW on the application form, or as otherwise agreed in writing.
- 2.3. The payment specified above at clause 2.2 will be payable within 7 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 for the period from 1 January 2021 to 31 December 2021, 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, partnership, or Corporate Entity.

## 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 7, "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; epidemics, pandemics and/or public health restrictions; 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 licensees granted by this Agreement.
- 8.3. The AHA NSW grants to the Associate a non-exclusive license to reproduce and publish the 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 3.2 or 3.3 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.