

# FREIGHT & TRADE ALLIANCE AFFILIATE MEMBERSHIP & SPONSORSHIP PROSPECTUS



Please refer to the following prospectus and do not hesitate to contact our team to tailor an arrangement to meet your needs.

1. JOIN THE ALLIANCE
2. WEB SITE
3. ELECTRONIC MEDIA
4. FTA EVENTS
5. ACROSS BORDERS MAGAZINE
6. PACKAGED SPONSORSHIP

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain sector bringing together importers, customs brokers, freight forwarders and logistics service providers.

The Australian Peak Shippers' Association (APSA) is the peak body for Australia's sea freight exporters, as designated by the Federal Minister of Infrastructure and Transport. APSA performs a vital role in protecting Australia's export supply chain.

[www.FTAlliance.com.au](http://www.FTAlliance.com.au)

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"



Australian Peak Shippers  
Association Inc. (APSA)

# 1. JOIN THE ALLIANCE

## 1.1. AFFILIATE MEMBERSHIP

We encourage sponsors to stay at the cutting edge of commercial and statutory reforms and engage with fellow members at events through an Affiliate Membership.

- Receipt of our updates plus other benefits, including advocacy and operational support as listed under “Join the Alliance”
- Feature of service on the FTA / APSA web site under “Corporate Alliances”
- Use of the FTA logo\*

\*The intended use of the logo must be approved by FTA before a member or sponsor may place it on a website or other communication materials. Please do not hesitate to contact us to discuss your intended use of the FTA logo and to obtain the graphic specifications for its use.

**Annual cost \$2,200 + GST**

# 2. WEB SITE

## 2.1. SCROLLING LOGO

- Your company logo linked to your web site will be displayed with other major sponsors on the header “scrolling logo” of each page of the FTA / APSA web site.
- Your company logo linked to your web site will be displayed under Corporate Alliances with a description of your services.
- Your company logo linked to your web site will be displayed in every Weekly Report.
- Your company logo will be displayed on our SPONSORS page of each edition of the Across Border magazine.
- Your logo and link to your web site shown on a selected page of the FTA / APSA web site (pending availability).

**Annual cost \$3,500 + GST**



### 3. ELECTRONIC MEDIA

#### 3.1. WEEKLY REPORT – SPONSOR OF THE WEEK

- Showcasing sponsor and services in the header of the FTA / APSA Weekly Report – currently received by more than 5,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

**\$750 + GST per campaign**

#### 3.2. DEDICATED EMAIL CAMPAIGN

- Showcasing sponsor and services with a dedicated email campaign (and social media) – currently received by more than 5,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

**\$3,000 + GST per campaign**

#### 3.3. DEDICATED EMAIL CAMPAIGN & HOSTED WEBINAR

- Showcasing sponsor and services with a dedicated email campaign (and social media) and webinar hosted by FTA / APSA – currently received by more than 5,000 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

**\$3,500 + GST per campaign**

#### 3.4. LOOKING TO BUY OR SELL?

Contact us at [classifieds@FTAlliance.com.au](mailto:classifieds@FTAlliance.com.au) for a tailored campaign using the “classifieds” pages on our web site and social media – a cost effective method to achieve a business sale / acquisition or to buy, sell or lease products and services.

HOME - RESEARCH & NEWS - WEEKLY REPORT

## FTA / APSA WEEKLY REPORT 2023/02 - SPONSORED BY WISETECH ACADEMY

Tuesday, January 10, 2023

### FTA / APSA WEEKLY REPORT 2023/02

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"

**FTA** **APSA** Australian Freight Shippers Association Inc. (APSA)  
FREIGHT & TRADE ALLIANCE

[JOIN THE ALLIANCE](#)

SPONSOR OF THE WEEK

Enrolments are open for Wisetech Academy's Diploma of Customs Broking - READ MORE

#### FTA/APSA - ADVOCACY

**Patrick Terminals – Notice of Intention to change Landside & Ancillary Charges**

The "Notice of Intention" is issued 60-days in advance of implementation in accordance with the Victorian Government's Voluntary Pricing Protocol and the National Voluntary Guidelines for landside stevedore charges.

[Read More](#)

#### FTA/APSA - IN THE MEDIA

**ABC Country Hour – speaking out against terminal charges**

The FTA / APSA position and that of the Productivity Commission is clearly articulated in last Friday's interview with David Cloughton from ABC Country Hour - listen HERE (45 min: 27 Sec to 52 min - 50 sec).

[Read More](#)

#### DCN - FTA's recommendations to the Productivity Commission

FTA/APSA remain of the view that the only realistic solution is for regulatory intervention to impose limits on when, or the amount of, container detention that can be charged.

While our expectations are managed, following the line of questions and responses from participants at the Productivity Commission hearing, we are increasingly confident that we will see the commission retain and potentially strengthen their draft recommendations for incorporation in their final report.

[Read More](#)

#### LOGISTICS

**How governance of our infrastructure can give us a global edge, and why we need to change.**

Many thanks to TRISTAN ANDERSON, Executive Advisor - GHD Advisory for his contribution to the latest edition of Across Borders.

The Governance and operations of our transport infrastructure has been in the spotlight lately, and indications are that we need to adapt how we manage and leverage the value of existing and future infrastructure.

[Read More](#)

## 4. FTA EVENTS

### 4.1. WOMEN IN LOGISTICS

FTA is proud to partner with like-minded organisations in hosting regular Women in Logistics events. The aim of this initiative is to provide an opportunity for both women and men in our industry to network, learn and professionally develop a more inclusive operational environment. Importantly, all profits from Women in Logistics events are provided to selected charities.

Gold sponsors will have banner displayed at the event, an opportunity to deliver an address, prominent display of logo in all event marketing and five (5) complimentary tickets.

Silver sponsors will have banner displayed at the event, display of logo in all event marketing and three (3) complimentary tickets.

Bronze sponsors will have banner displayed at the event, display of logo in all event marketing and three (2) complimentary ticket

**\$2,500 + GST – Gold Sponsor**  
**\$1,000 + GST – Silver Sponsor**  
**\$500 + GST – Bronze Sponsor**

For further detail and to lock in your sponsorship for our next event please contact Caroline at [czalai@FTAlliance.com.au](mailto:czalai@FTAlliance.com.au)



### 4.2. CORPORATE DINNER / LUNCH

- APSA and FTA hosts regular formal dinners with its Committee of Management, senior members and invited VIPs. An opportunity exists to be an exclusive event sponsors including banner display and delivery of a keynote address

**Price on application – event sponsor**



### 4.3. CPD & CBC – BORDER AND BIOSECURITY COMPLIANCE PROGRAM

The popular annual professional development program runs in a conference style format in Sydney (mid-week and a Saturday), Melbourne (mid-week and a Saturday), Brisbane (mid-week) and Perth (Saturday). The program ensures importers and customs brokers stay at the cutting edge of statutory reforms while maintaining their mandatory government training requirements and provides the opportunity to network with peers.

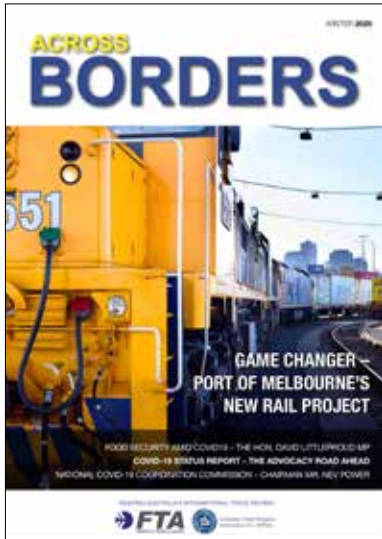
The following sponsorship opportunities are available:

- Morning Tea, Lunch OR Afternoon Tea sponsor – as well as being shown on the program, a description of your product or services is given by the event host at the commencement of the morning tea, lunch or afternoon tea break (an included option exists to show a one-minute video)
- Banner Display – prominent display of your pull-up banners
- Lanyard – use of sponsor branded lanyard worn by delegates
- Post event refreshments - mid-week events Syd, Mel and Bne / Saturday for WA – acknowledgement of sponsor at conclusion of formal presentations.

Note – each of the above options have the inclusion of sponsor's promotional material in delegate kits; and display of sponsor's logo in all event promotion.

	VIC	NSW	QLD	WA
Lanyards Sponsor	\$1,000	\$1,000	\$500	\$500
Morning Tea	\$2,500	\$2,500	\$1,750	\$1,750
Lunch	\$3,500	\$3,500	\$3,000	\$3,000
Afternoon Tea	\$2,500	\$2,500	\$1,750	\$1,750
Banner	\$500	\$500	\$250	\$250
Post event refreshments	\$2,000	\$2,000	\$1,500	\$1,500

*\*All prices are exclusive of GST*



## 5. ACROSS BORDERS MAGAZINE

The Across Borders magazine which is published at least twice a year, provides a valued source of information to keep industry up to date with what is happening in Australia covering diverse topics on logistics, border, security and biosecurity reforms.

Our print run is currently 1300 hard copy magazines which are delivered to regional and head offices of FTA, APSA and Women in Shipping & Trading Association (WISTA) members – refer to our directory at [www.FTAlliance.com.au](http://www.FTAlliance.com.au). The magazine is also available for viewing and download from the FTA / APSA web site. We also disseminate this to in excess of 3000 email recipients on our database.

The split of recipients is approximately:

- 65% logistics providers (including freight forwarders, customs brokers)
- 30% major importers / exporters
- 5% other (stevedores, ports, government etc)

### Advertising Rates

Full Page	\$2750 + GST	210mm X 297mm + 5mm Bleed
Double Page	\$4250 + GST	420mm X 297mm + 5mm Bleed
Half Page	\$1800 + GST	180mm wide x 125mm deep
Quarter Page	\$1000 + GST	180mm wide x 60mm deep
Front Cover	Price on application	To be advised
Inside Front Cover	Price on application	210mm X 297mm + 5mm Bleed
Outside Back Cover	Price on application	210mm X 297mm + 5mm Bleed
Inside Back Cover	Price on application	210mm X 297mm + 5mm Bleed



## 6. PACKAGED SPONSORSHIP

Below is a sample of popular sponsorship packages currently utilised by existing FTA / APSA sponsors.

### SPONSORSHIP – PACKAGE A

- Affiliate Membership (as per option 1.1) valued at \$2,200
  - Scrolling logo (as per option 2.1) valued at \$3,500
  - 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1) valued at \$1,500
- \$7,200 value discounted as a bulk package to **\$5,000 + GST per annum**

### SPONSORSHIP – PACKAGE B

- Affiliate Membership (as per option 1.1) valued at \$2,200
  - Scrolling logo (as per option 2.1) valued at \$3,500
  - 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1) valued at \$1,500
  - Dedicated email campaign and / or hosted webinar (as per option 3.3) valued at \$3,500
  - Banner Display at all CPD & CBC Border and Biosecurity Compliance Program events – prominent display of your pull-up banners (as per option at 4.3) valued at \$1,500
  - 2 X Full page advertisements in the Across Borders magazine (as per option 5) valued at \$5,000
- \$17,200 value discounted as a bulk package to **\$10,000 + GST per annum**

### SPONSORSHIP – PACKAGE C

Customised marketing and referral activities

Price on application **from \$20,000 + GST per annum**

The Australian Peak Shippers Association (APSA) and Freight & Trade Alliance (FTA) would like to acknowledge the following sponsors for their ongoing support of the Alliance.



To find out more about advertising in Across Borders or how to become an APSA / FTA sponsor, please refer to [www.FTAlliance.com.au](http://www.FTAlliance.com.au) or contact us at [info@FTAlliance.com.au](mailto:info@FTAlliance.com.au)



## CONTACT

To develop a sponsorship arrangement tailored for your needs, please contact Paul Zalai at [pzalai@FTAlliance.com.au](mailto:pzalai@FTAlliance.com.au) or 02 9975 1878

