



Australasian Promotional Products Association

ABN 37 053 647 420

MEMBERSHIP

APPLICATION FORM

3 Requirements to apply for APPA membership

***A completed application form**

***A letter on your accountant's letterhead verifying that the applying company has a turnover in excess of \$100,000 per annum**

***A written reference from an APPA member (email correspondence is acceptable)**

WHO IS APPA?

The Australasian Promotional Products Association (APPA) was established in 1986 to promote the development and good standing of that segment of the Advertising Industry which is concerned with the manufacture, distribution and application of PROMOTIONAL PRODUCTS - in accordance with business practices and ethics which meet the highest industry and community standards.

THE AIMS OF APPA

- To develop and encourage high standards of ethical business practices within the industry.
- To provide a forum for the exchange of ideas and experiences through discussions, education activities and publications.
- To promote profitable growth for the industry.
- To publicly represent industry views and concerns.
- To create a better understanding of promotional products advertising and its growing importance through an active public relations program.
- To recognise outstanding accomplishments in promotional products advertising.
- To promote understanding and improve knowledge of our industry through Tertiary Institutions.

THE BENEFITS OF MEMBERSHIP

The association will provide:

- Access to the APPA website with many associated benefits.
- Participation in APPA Service Provider Discounts including courier services, international freight, business insurances, recruitment and more.
- Participation in APPA Search and APPA Blue Book (a discount program worth over \$25,000 for Distributors)
- A forum for discussing topical industry issues and interfacing with APPA members.
- Promotion of APPA members to end users and to Distributors as credible trading partners.
- The opportunity to exchange ideas and discuss relevant industry issues with other members.
- The opportunity to participate in association functions, trade shows, educational programs and publications.

- A magazine, website and education sessions vital to the promotional products industry.
- Use of logo on business cards, letters etc.

QUALIFICATION FOR MEMBERSHIP

3 Requirements to apply for APPA membership

- *A completed application form
- *A letter on your accountant's letterhead verifying that the applying company has an annual turnover in promotional products sales in excess of \$100,000
- *A reference from an APPA member

Membership is available to all trading businesses (whether companies, partnerships or individuals) except as directed under the heading "Specific Membership Restrictions".

A prospective member must fit into one of the three membership categories listed below:

MEMBERSHIP CATEGORY

- (i) Distributor Member; or
- (ii) Supplier Member, or
- (iii) Supplier/Distributor Member, (Dual)

1. DISTRIBUTOR MEMBER

"Distributor Member" is a corporate or firm who or which purchases promotional products and/or product decorating services from other suppliers and sells them to end users.

2. SUPPLIER MEMBER

"Supplier Member" means a Member who either sells promotional products and/or product decorating services to distributors OR sells promotional products and/or product decorating services to end users and distributors, and either:

SPECIFIC MEMBERSHIP RESTRICTIONS

Membership is NOT available for those trading businesses which:

- Do not meet membership criteria or is voted as such by the National APPA Board.
- Who are normally customers of distributors or that are primarily end users of promotional products.

COST OF MEMBERSHIP*

I Entrance Fee

A once only non-refundable entrance fee of \$180.00
Pro-rata membership may be available depending on the month of processing your application

II Annual subscription are payable as follows: (Tax deductible)

- Distributor Membership \$ 715.00
- Supplier Membership \$ 715.00
- Dual Members \$ 1,045.00
- Distributor or Supplier with \$ 1,045.00
branch or state offices permanent representation in another region)

* All fees stated above are **inclusive** of 10%GST.

APPLICATION FOR MEMBERSHIP

ABN: _____

A. Name of legal business Entity/Directory Listing: _____

* The legal business entity will be the recognised member of this Association

Trading as: _____

Postal address: _____ Postcode: _____

Street address: _____ Postcode: _____

Tel: () _____ Mobile: _____ Fax: () _____

Email 1: _____ Email 2: _____ Website: _____

Contact Name 1: Mr / Mrs / Ms _____

Contact Name 2: Mr / Mrs / Ms _____

Name: _____ Position: _____

Signature: _____ Date: _____

Please provide a full list of all company Directors and a brief company profile (please limit to 100 words).

B. Category & Class of membership applied for: (**Please tick only 1** Category or both if Dual Member which best suits your activities).

CATEGORY: DISTRIBUTOR SUPPLIER Multiple Offices

Multi Office: Yes / No - please provide details of these

C. The following Full Member, having also **supplied a written reference (email is acceptable)** hereby certifies that the Applicant enjoys a good reputation within the industry and the applicant is professionally known by them.

Proposed by: _____ Company : _____

Signature: _____ Date: _____

PLEASE CHECK:

1. All sections of the *Application for Membership* have been completed.
2. One member has signed as proposer of your application
3. That the member's written reference is attached - on separate sheet
4. A letter from your accountant is attached.
5. A cheque covering the joining fee plus subscription is stapled to the application form.

Please send this signed application enclosing entrance fee and subscription to:

APPA SECRETARIAT
PO Box 5161 Alphington VIC 3078
Tel: 03 9499 5544 Fax: 03 9499 8851

* Failure to provide all of the required information may incur delays in processing this application. Membership becomes effective upon ratification by the Board of Directors and will be backdated to the day of application.

AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

CODE OF CONDUCT

- 1 Members shall conduct their activities with the highest standards of professionalism, ethics and integrity in dealings with clients or employers, past and present and with their fellow members.
- 2 Where a member wishes to lay a complaint against another member who the member claims has engaged in unethical practices, it shall be their duty to inform the APPA Board. The evidence should be formally documented and corroborated by other parties if possible. **Each member agrees that the association has the power to negotiate disputes with the member whether on behalf of another member or a client.**
- 3 Members have a responsibility to continue the acquisition of professional skills in the industry and to encourage the development of these skills in those who are desirous of entry into, or continuing in the profession of promotional product marketing.
- 4 Members shall help to improve the body of knowledge of the profession by exchanging information and experience with fellow members and by applying their special skill and training for the benefit of others.
- 5 Supplier members will recognise the role of Distributors in the industry, acknowledge the service they provide and support them in the marketing of their products and services to end users.
- 6 Distributor members will recognise the role of Suppliers in the industry, acknowledge the service they provide and support them through the marketing of their products and services.
- 7 Members of the APPA will whenever possible promote and use fellow member's products and services.
- 8 Members shall be committed to the growth and development of the industry and will support, promote and enhance APPA policies, membership programmes and the various activities of the Association.
- 9 During their dealings with each other, APPA Members shall co-operate in upholding this Code and the Code of Practice.

CODE OF PRACTICE

- 1 Members shall conduct their activities with the highest standards of professionalism, ethics and integrity in dealings with clients or employers, fellow members and the general public.
- 2 All product supplied will meet agreed standards in the basic product and in any decoration of the basic product.
- 3 All quotations submitted will clearly state all costs relative to the job including such items as sales tax, freight, decoration cost, preparation charges.
- 4 The use of the APPA's distinguishing logo must be confined to APPA activities, or the statement of name and business address on a card, letterhead and published articles. It may only be used while a Company is a financial member. It must at all times be used in accordance with guidelines for use specified by the Association.
- 5 In their dealings with clients or general public, APPA Members shall co-operate in upholding this Code and the Code of Conduct.

Members acknowledge that if in the opinion of the Associations Officers or Board the member has failed in its obligation to uphold the Code of Conduct &/or Code of Practice or the provisions of the Associations Memorandum and/or Articles of Association or shall be guilty of any conduct which in the opinion of the Board is unbecoming of a member or prejudicial to the interests of the Association the Board shall have power by resolution to censure, fine, suspend or expel the member from the Association.

I _____ have read and agree to uphold the above Code of Conduct and Code of Practice.

Signed: _____ (applicant's signature)