



APPA Importance of a strong Industry Body

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The past year has seen significant changes through the Global Financial Crisis and as a Promotional Marketing Industry our members are facing similar challenges. Today more than ever, a strong, unified “Industry Body” through APPA is critical, and your continued support is paramount to this success. The importance of APPA to our industry is paramount. Hours of tireless work is done behind the scenes to develop, support and represent our Suppliers, Distributors and Industry on the whole. A strong Industry body is critical in representing all areas of our Promotional Marketing Industry and here are a few points of interest that illustrate what APPA provides to its members daily.

What does APPA do for its members?

1. Promotions and Advertising:

APPA represents the voice of our Industry and is continually supporting and financially investing in communication pieces through a wide range of forums on behalf of its members. APPA has represented its members in 22 feature stories in 12 publications over the past year including: Adnews, B&T, Marketing Magazine, Direct Magazine, New Zealand Marketing Magazine, Auckland Today, Wellington Today and Canterbury Today.

2. University / Education:

The past 12 months has seen APPA actively presented to over 4,000 University marketing and event management students in Australia & New Zealand about how to use promotional products in the marketing mix and the importance of using APPA members. APPA has spoken at Monash University, William Anglis Institute, Victorian University, Box Hill Tafe, Sydney University,

Canterbury University and Otago University. APPA views this as a critical program to further strengthen the importance and understanding of Promotion Marketing in the budgets of our future Marketing Managers. The students of today are your clients of tomorrow.

3. Conciliation and Arbitration:

Unaware to many members, APPA on a daily basis is working with both Suppliers and Distributor through arbitration / mediation / conciliation. Our goal is to ensure our Industry is represented in the spirit of fair play and upholding the values of our Industry’s expectations. APPA’s involvement through mediation and arbitration has increased dramatically over the past 12 months; resolutions have produced very satisfactory responses and in turn protected important business relationships.

4. TNT and AAE Freight Offers:

APPA has received outstanding feedback from members on their significant savings in the APPA TNT Freight Offer. “We are saving over 40% on what we thought were great rates previously” says Bruce Bunn of The Carbine Collection. APPA members also spend over 2.5 million dollars on our AAE airbag deal. These offers are tangible substantial savings that pay for your membership many times over.

5. National Road Shows and Trade Shows:

Although we are a non-profit industry body, we still require income to provide the many benefits we regularly provide. APPA derives 2/3 of its income from our National Convention and Roadshow Trade Events. That is only one of the reasons it is imperative that members provide their full support of these shows by attending and exhibiting. APPA shows provide members with a screened, ethical and qualified environment to

conduct the best business possible. Our screening process ensures only legitimate Suppliers exhibit and only legitimate resellers attend. APPA is proud to boast a long list of exclusive exhibitors who only show at the APPA tradeshows. These companies including most of the major promotional products Suppliers in the industry across many product categories. APPA is the only show that provides a full, detailed contact list of attendees, thus providing no room for exaggerated numbers and unsubstantiated claims.

6. APPA Awards for Promotional Excellence:

APPA, through its annual Pyramid Awards, provide members the opportunity to be recognised for their creativity and imagination throughout the year. This recognition showcases our members on the National stage and has provided many new business opportunities for the winners. APPA Award winners are featured in many editorial articles in business and marketing publications. A Winners Supplement is often inserted into the magazines and some select case studies are featured in public lectures on the industry that APPA conducts at university and end-user events. Both Suppliers and Distributors are acknowledged and it is the best social event on the APPA calendar.

7. Industry Recognitions:

APPA represents the Industry by acknowledging its pioneers and its budding youth that makes our Industry so unique.

APPA Awards exceptional contributions to our industry through our Life Membership, Industry Distinction Recipients and Generation Next Awards which are given at the Awards Night Gala. Currently APPA has 9 Life Members, 6 Industry Distinction Recipients and the inaugural “Generation Next” award has been won by Simon Morgan from Key Imports NZ in 2009.

8. Regional Committee / Industry Training:

APPA has 4 Regional Committee’s (Southern Region (WA, VIC, SA & TAS), NSW/ACT Region, Northern Region (QLD and NT) and New Zealand) who work to ensure our members are given the opportunity to educate, communicate & socialise throughout the year. APPA has established training sessions for its members

including supplier factory tours, decorator forums and sales training. New and engaging topics are always being launched and are FREE OF COST for members. Regular social functions include Tenpin Bowling, Golf Days and Christmas Parties which are opportunities for networking and sharing of vital industry information. Business is about building relationships, and APPA social events facilitate the perfectly safe environment for industry professionals to share ideas and experiences.

9. SEEK / Employment:

APPA’s website provides members with the opportunity to advertise “vacant positions” within the industry FREE OF COST. This offer includes a number of listings which appear regularly on SEEK that drives traffic to our APPA job board. This greatly enhances your opportunities to gain the best person, to a broader market, free of charge. We also allow CV’s to be posted by potential candidates which members can review and contact for interviews. APPA is proud to have filled many positions in the industry through this free service.

10. Blue Book, Discount Offers:

APPA’s “Blue Book Offers” provide Distributor members over \$30,000 worth of discounts while offering Suppliers the opportunity to promote their products and services. Further saving opportunities include discounts on business financing, Qantas Club Membership, Apex business Insurance, Pantheon Software package discounts, AdNews subscription at 30% off and 10% off advertising rates, highly discounted PMS Books and FREE APPA Educational DVD’s.

APPA has also recently negotiated flat discounts on every order placed from 9 APPA Suppliers exclusively for APPA members. On behalf of the entire APPA Board member, we hope this information gives you a better insight to the work APPA as an Industry Body does for its members and look forward to your continued support in the coming travelling road shows and importantly the August Trade Show. ::