



***AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION***

ABN 37 053 647 420

**MEMBERSHIP APPLICATION FORM**

**DISTRIBUTOR – SUPPLIER - DECORATOR**

**Australia**

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 with whom you have an existing business relationship (email correspondence acceptable)
- A company profile (additional information may be required such as examples of the company's marketing, or information about policies)
- APPA membership is probationary for one year. Your membership status will be reviewed throughout the course of the year. If, at any time during the probationary period, the APPA National Board deems your company is no longer suitable for membership, APPA reserves the right to cancel your membership without notice. If your membership is cancelled by APPA, APPA will offer the company a refund, on a pro-rata basis reflective of the time the membership was held.

## **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 concerned with the manufacture, distribution, and application of Promotional Products - in accordance with business practices and ethics that meet the highest industry and community standards.

## **THE AIMS OF APPA**

- To develop and encourage high standards of ethical business practice within the industry.
- To provide a forum for the exchange of ideas and experiences through our website, events, education, marketing, 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 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, freight, business insurances, recruitment, and more.
- Participation in APPA Search and APPA Blue Book (a program offering thousands of dollars in discounts 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**

### **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 pa
- A written reference from an APPA member (email accepted)

**Note: Blue Book and APPA Search participation is a requirement for all APPA Supplier members**

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

All members agree to abide by the Code of Conduct and participate in any dispute mediation required by APPA.

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

## **MEMBERSHIP CATEGORIES**

1. Distributor Member
2. Supplier Member
3. Decorator
4. Dual member

### **1. DISTRIBUTOR MEMBER**

"Distributor Member" is a corporate or firm that 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 is an agent, importer, or manufacturer – selling promotional products and/or product decorating services to distributors OR selling promotional products and/or product decorating services to end users and distributors.

### **3. DECORATOR**

"Decorator" means a Member whose sole trade is the decoration of promotional products that are supplied to them.

### **4. DUAL MEMBER**

"Dual Member" means a Member who is operating as both a Distributor and Supplier.

## **SPECIFIC MEMBERSHIP RESTRICTIONS**

Membership is NOT available for those trading businesses that:

- Do not meet membership criteria or are voted as such by the National APPA Board.
- Who are normally customers of distributors, or that are primarily end users of promotional products.
- APPA reserves the right to reject applicants at any time during the application process and is not required to provide details on either the qualification process or the decision ultimately rendered.

## **COST OF MEMBERSHIP\***

### **Initial Joining Fee**

A once only, non-refundable entrance fee of \$180.00

### **Annual Subscription**

- Distributor Membership \$715.00
- Supplier Membership \$715.00
- Dual Membership \$1,045.00
- Decorator Membership \$357.50
- Multi-Office Membership\* \$1,045.00

*Pro-rata membership may be available depending on the month of processing your application*

\*Members with branches or state offices with permanent representation in another region. This includes the head office and up to two additional offices. All additional offices thereafter will incur a \$100 fee

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

**APPLICATION FOR MEMBERSHIP TO APPA**

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 .....

Please provide a full list of all company directors **and attach a company profile.**

Directors:  
.....  
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Number of years trading: ..... If less than two years, please provide further information below.

Summary of business owner/director's experience in the industry:

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**B. Category & class of membership applied for:**

**CATEGORY:**  DISTRIBUTOR  SUPPLIER  DECORATOR  MULTIPLE OFFICE  DUAL MEMBER

*If you selected Multiple Office or Dual Member, please provide further details on a separate sheet.*

**C. Proposing APPA member referee/s:**

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

Proposed by: ..... Company: .....

Proposed by: ..... Company: .....

**D.** Please confirm your company's buying/selling policy. (Please tick all that apply.)

**Buying Policies (Distributor Members)**

- Purchase from local suppliers within Australasia for locally stocked products only
- Purchase from local suppliers within Australasia for locally stocked and indent products
- List the percentage of yearly spend purchased from local suppliers within Australasia \_\_\_\_\_%
- Purchase direct from off-shore suppliers outside Australasia
- Purchase from APPA members only
- Other \_\_\_\_\_

**Selling Policies (supplier & decorator members)**

- Sell direct to consumers at the same price as promotional product distributors
- Sell direct to consumers at retail prices and offer wholesale pricing for promotional product distributors. If yes, what is the approximate margin between your retail and wholesale pricing? \_\_\_\_\_%
- Sell products into retail stores
- Sell to promotional product distributors only
- Sell to APPA members only
- Other \_\_\_\_\_

**TICK THE BOX IF YOU WOULD LIKE MORE INFORMATION ON:**

**Attending the next regional committee meeting in your region**

**A quote for purchasing a PMS (Pantone Matching System) book at member price**

**Service Provider member verification letters, as required**

**E.** Owner/director's signature (*Please ensure you have also signed the attached Code of Conduct*):

Name: \_\_\_\_\_ Position: \_\_\_\_\_

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

**List staff details below to receive all APPA correspondence.**

1. Name: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Email: \_\_\_\_\_

4. Name: \_\_\_\_\_ Email: \_\_\_\_\_

5. Name: \_\_\_\_\_ Email: \_\_\_\_\_

6. Name: \_\_\_\_\_ Email: \_\_\_\_\_

I \_\_\_\_\_ have read and agree to uphold the APPA [Code of Conduct](#).

Signed: \_\_\_\_\_ (applicant's signature)

**APPLICATIONS MUST HAVE:**

1. All sections of the *Application for Membership* completed
2. An APPA member noted as proposer of your application
3. The APPA member's written reference attached or emailed to [info@appa.com.au](mailto:info@appa.com.au)
4. A letter from your accountant attached
5. A company profile attached
6. A logo emailed to [info@appa.com.au](mailto:info@appa.com.au)

Failure to provide all of the required information may incur delays in processing this application.

**Please send your application to: [info@appa.com.au](mailto:info@appa.com.au) F. 03 62821750**