

2021

ARCIA PARTNERSHIP PROSPECTUS

01 July 2021-30 June 2022



WIRELESS COMMUNICATIONS.

**Our industry is
essential and resilient.
Our future is bright.**

WWW.ARCIA.ORG.AU

CONTENTS

BENEFITS OF ARCIA

Overview of Partnership benefits 2021-2022	3
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ABOUT ARCIA

Vision	4
Mission and Tasks	
Membership	

EXECUTIVE OVERVIEW

Achievements	5
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INDUSTRY OVERVIEW

Managing change for the industry	6
----------------------------------	---

WHY PARTNER WITH ARCIA

Growing opportunities	7
Year-round benefits	
Partnership updates	8
Partnership investments	9
ARCIA Partnership annual fees 2021-2022	
Member Partner benefits	
Silver Partner benefits	10
Gold Partner benefits	
Elite Partner benefits	

PROMOTIONAL ACTIVITIES 2021-2022

Industry Gala Dinner	11
Industry networking opportunities	
Exhibitions and conferences	
ARCIA website	
Newsletters and member communications	
International activities	12
Social media	
ARCIA annual report	

TERMS AND CONDITIONS

Securing partnerships	13
-----------------------	----

MEMORANDUM OF UNDERSTANDING

ARCIA partnerships 2021-2022	14
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CONTACT US

16



BENEFITS OF ARCIA

OVERVIEW OF PARTNERSHIP BENEFITS 2021-2022

			Elite	Gold	Silver
Annual Investment incl. GST <i>Quarterly or annually invoiced</i>			\$13,750	\$10,560	\$7,700
Event	Description	Benefits			
Industry Gala Dinner (Melbourne)	Industry Gala Dinner in conjunction with Comms Connect <i>Approximately 450-500 industry attendees</i>	Logo in promotional material	Y	Y	Y
		Logo on main Partner banners	Y	Y	Y
		Partner level banners with logo showing	Y (Elite)	Y (Gold)	Y (Silver)
		Slides in PowerPoint presentation	10	6	4
		Free Partner dinner tickets	10	8	4
Industry dinner (Sydney)	Major industry dinner in conjunction with Comms Connect <i>Approximately 180-200 attendees</i>	Logo in promotional material	Y	Y	Y
		Logo on main Partner banners	Y	Y	Y
		Partner level banners with logo showing	Y (Elite)	Y (Gold)	Y (Silver)
		Slides in PowerPoint presentation	10	6	4
		Free Partner dinner tickets	5	3	2
Local networking dinners	Networking dinners in Adelaide, Perth and Brisbane <i>Approximately 80-120 attendees</i>	Logo in promotional material	Y	Y	Y
		Logo on main Partner banners	Y	Y	Y
		Partner level banners with logo showing	Y (Elite)	Y (Gold)	Y (Silver)
		Slides in PowerPoint presentation	10	6	4
		Free Partner dinner tickets for each event (Adelaide/Perth/Brisbane)	4	2	1
Partner logos featured	ARCIA Website	Logo on rotation	Y	Y	Y
	ARCIA website partners page	Overview and hyperlink	Y	Y	Y
	ARCIA newsletter	Logos shown by category	Y (Elite)	Y (Gold)	Y (Silver)
	Other exhibitions and events	Partner logo on banners	Y	Y	Y

ABOUT ARCIA

VISION

The Australian Radio Communications Industry Association (ARCIA) is the peak national industry body representing individuals and professional organisations that provide and support two-way radio communication and wireless-based solutions in Australia.

Incorporated in May 2007, ARCIA is a not-for-profit association seeking to promote and foster the continued growth and success of the radio communications industry in Australia. The current membership base reflects a cross section of the communications industry at all levels, including dealers, network operators, manufacturers, and end users as well as communications consultants.

ARCIA aims to support those issues most important to its members and general communications users. These include ensuring there is availability of the spectrum, training and education, as well as raising and maintaining the level of professionalism within the industry.

MISSION & TASKS

One of the primary aims of ARCIA is to continually improve the standards of both equipment and system outcomes for users.

To do this, ARCIA is undertaking programs to increase the skills levels within the radio communications industry.

We are active in the following areas:

- Training and education – including training scholarships
- Professional accreditation
- Regulatory and spectrum
- Supporting industry excellence
- Membership – corporate, individual, student and associate memberships
- Industry networking – to improve the overall image and self-image of the industry

MEMBERSHIP

As part of the growth and representation of the Industry, ARCIA is always actively canvassing for new members to allow us to increase the services we can offer to the industry and to promote the benefits of wireless communications.

Contingent with our aims for increasing membership and promotion of the Association, our vision requires support from our partnerships to fund the many plans in place for the improvement of the industry and those who are employed within it. These plans are essential for the growth and health of our industry. We now have a significant membership base spread across Australia and it continues to grow every year.

This coming year we will be encouraging those organisations who provide support services to the wireless industry to become members and show support. This will include organisations that provide software or other indirect support products that help our industry to become more efficient.

We will be asking all of our members to recommend joining ARCIA to their suppliers.

EXECUTIVE OVERVIEW

ACHIEVEMENTS

ARCIA recognises that the Partnership Program increases the Association's capabilities to undertake important activities and projects on behalf of the industry each year.

This involvement enables the Association to continue promotional activities throughout the year to various stakeholder groups. These include Industry Networking Dinners in Melbourne, Sydney, Brisbane, Adelaide and Perth, increasing the promotional visibility for all ARCIA Partners.



We have actively lobbied the ACMA for spectrum for Private LTE and 5G systems with success, this will become a major part of our industry's future.



At both the Melbourne and Sydney Dinners, ARCIA encourages networking with industry.



We take part in careers events in secondary and tertiary institutions to promote our industry and opportunities.



ARCIA is bringing Professional Development Training (PDT) to our members through sessions in six locations.

“

BECOMING AN ARCIA PARTNER IS AN EXCELLENT OPPORTUNITY TO SHOW YOUR SUPPORT FOR OUR INDUSTRY WHILST GETTING EXCELLENT VALUE FOR YOUR PROMOTIONAL BUDGET.

IT IS A RESPONSIBLE AND COST-EFFECTIVE INVESTMENT IN THE FUTURE OF THE RADIO COMMUNICATIONS INDUSTRY HERE IN AUSTRALIA.

”

INDUSTRY OVERVIEW

MANAGING CHANGE FOR THE INDUSTRY

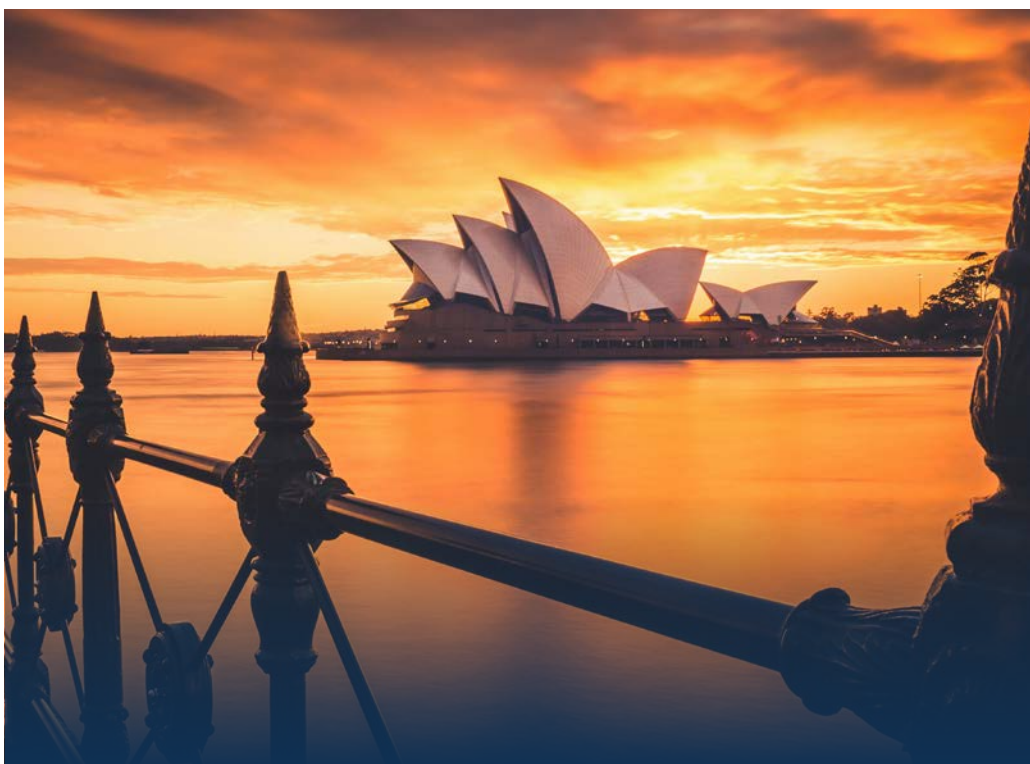
In this ever-changing world, ARCIA plays an important role in managing change that affects the radio communications industry.

Many years ago, radio was known as 'wireless'. Now, we are again seeing a new era based heavily on wireless communications. This communications medium has been our livelihood for the past century and we need to promote the knowledge and talent of the skilled people in our industry. This expertise is highly valuable and will be required at the forefront of any emerging communications platform.

From 3G to 5G, they are all based on using the electromagnetic spectrum to transfer information from one point to another, or one point to many others, exactly as the radio communications industry in Australia has done for the past 60+ years.

ARCIA needs your support as we lead our industry into the future—a new world of wireless communications.

Join us and help ARCIA to lift the image of our industry and the skills in our industry. Partner with us on this exciting journey into the future and let your voice be heard. ARCIA, the voice of wireless communications.



WHY PARTNER WITH ARCIA

GROWING OPPORTUNITIES

ARCIA's industry networking events present opportunities for businesses to place themselves in front of over 1,000 industry attendees each year. ARCIA partners receive excellent brand exposure at careers events and industry forums year-round.

Your business can easily reach a unique and diverse audience through a partnership with ARCIA. The wireless technology sector is one of the fastest growing in Australia. Even in our own LMR industry, the Australian Communications and Media Authority (ACMA) are still receiving in excess of 10,000 new licence applications each year!

ARCIA is now recognised by both the ACMA and Department of Communications as an important industry representative. We are also well respected by many other spectrum user groups and offer thoughtful input to many spectrum management issues.

We welcome you to partner with us for mutual success in 2021-2022. Our industry needs your support and there is still much to be achieved.

YEAR-ROUND BENEFITS



WEBSITE WWW.ARCIA.ORG.AU

New and attractive website created as the go-to location for all things 'radio'.

Your logo featured throughout the website, acknowledging your support as a partner and hyperlinked back to your organisation's website.

Features increasing levels of important information for reference and download to increase traffic and exposure for our partners.

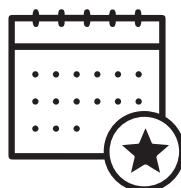


NATIONAL INDUSTRY DINNER

Our national industry dinner in Melbourne provides exposure to 500+ industry personnel in a prestige location.

Your identity featured on multiple banners and PowerPoint presentations during the evening.

Your identification in promotional collateral as well as the Special Event Registration website.

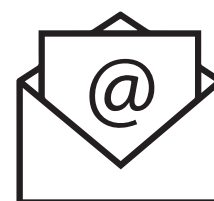


INTERSTATE NETWORKING

ARCIA's Interstate Networking Events provide increased exposure at networking events in major cities.

It delivers recognition from other industries about the health of our industry by continuing high levels of attendance.

Exposure to growing numbers of industry personnel with your identification on banners at the venues.



ARCIA COMMUNICATIONS

Regular email contact with ARCIA members feature all of our Partner logos.

Regular social media promotion of papers and reports lead to higher levels of interest in the ARCIA website.

Multiple newsletters and advice bulletins each year display all Partner logos.

PARTNERSHIP UPDATES

In 2021-2022 the ARCIA Partnerships have changed to better acknowledge your commitment as a major supporter of our industry.

The benefits remain similar to previous ARCIA Partnerships, but with a greater degree of recognition, particularly at our industry events. In an industry that is exhibiting quiet but sustained growth over recent years, you will now have a higher degree of recognition at each of the ARCIA networking events.

In terms of numbers, this improved visibility means your business will be seen by close to 1,000 industry personnel, including many from outside of our traditional industry sectors too.

These benefits are now encapsulated in three Partnership levels:

- Silver,
- Gold, and
- Elite.

The degree of recognition and visibility correspond to your level of investment in the future of our industry and in your organisation.

ARCIA actively works to promote our industry and our future, working in these areas:

- **Industry networking** – to bring together the many different facets of our industry and invigorate our people.
- **Spectrum management** – to ensure that we have the electromagnetic spectrum continuing to be both available and also fit for purpose.
- **Professional development training** – to ensure that we have highly skilled personnel to design and implement innovative communications solutions for all users.
- **Career development** – to continue to encourage young people to become part of our exciting industry and understand how important wireless truly is in our modern world.
- **The ongoing viability** – of narrowband radio systems, creating the demand for your future products.

So what has changed in the ARCIA Partnerships?

The PowerPoint presentations (that you have control over) will have a much higher profile at our industry events. Compared to previous years where the presentations were only visible at the National Industry Dinner in Melbourne, 2021-2022 ARCIA Partner presentations will have high visibility at *each* of our networking dinners.

This is the platform where YOU can choose what content you wish to promote to industry personnel. Whether you want to highlight new products or unique services, the content that is featured is entirely your choice and so much more than just a company identification slide.

If you become an ARCIA Partner in 2021-2022, you can proudly showcase your new products or services in your own style, for all to see on a continuous cycle of all ARCIA Partners for the duration of the event. The number of slides available commensurate to your partnership investment.

WE HAVE DELIVERED PROFESSIONAL DEVELOPMENT TRAINING (PDT) TO 185 DIFFERENT INDUSTRY PERSONNEL IN SIX LOCATIONS DURING THE PAST 18 MONTHS.



PARTNERSHIP INVESTMENTS

Over recent years ARCIA has been very active at promoting our industry and advancing the role of the land mobile radio (LMR) industry in general. As a result of previous partnership funds we are able to:

- Offset the individual ticket costs of our events to ensure that attendees can experience the pleasure of premium venues and 'top shelf' events at reasonable prices.
- Maintain our position as the peak industry body for the wireless communications industry and achieved recognition from other industry sectors as being proactive in many areas involving spectrum management.
- Facilitate the international interfaces to bring world expertise and opinions to local industry events in Australia, and participate in relevant international events as applicable.
- Generate collaborative relationships both internationally and within Australasia to bring more knowledge and value for our members and users of our communications networks.
- Commence the delivery and maintenance of professional development training sessions to ensure that industry personnel can remain at the forefront of the wireless communications revolution.

To enable ARCIA to continue with the above and new ventures, partnership rates have been determined below.

ARCIA PARTNERSHIP ANNUAL FEES 2021-2022

- Silver: \$7,700 incl. GST
- Gold: \$10,560 incl. GST
- Elite: \$13,750 incl. GST

ARCIA Partnership fees will be invoiced quarterly or as one annual payment invoiced in July and due thirty days later, special invoicing requests will be negotiated as necessary.

MEMBER PARTNER BENEFITS

The following benefits are common to *all* Partner levels and offer a very tangible indication of your support for our industry:

- **Your logo on 'Partner level' banners** along with all other partner identification at that level; these banners will be displayed at all ARCIA networking dinners.
- **Your logo on composite ARCIA Partner banners** where all partners at all levels will be incorporated into a composite banner. These composite partner banners will be displayed at *all* ARCIA events, including networking dinners and 'Sundowner' events, conference exhibition stand displays, student careers events and other applicable events where ARCIA has a presence.
- **Your logo as part of a composite display** on ARCIA industry newsletters (with a circulation of 800+ active emails).
- **Your logo featured on the ARCIA web page** with hyperlinks to your own company website where applicable.

SILVER PARTNER BENEFITS

All ARCIA Member Partner benefits *AND*

- Four (4) PowerPoint slides featuring your information to be part of the new format for PowerPoint presentations at ARCIA networking dinners
- Complimentary dinner tickets for ARCIA networking dinners:
 - Four (4) tickets for Melbourne
 - Two (2) tickets for Sydney
 - One (1) ticket for Brisbane, Perth and Adelaide
- Your logo featured on Silver level Partner banners on display at all ARCIA networking events

GOLD PARTNER BENEFITS

All ARCIA Member Partner benefits *AND*

- Six (6) PowerPoint slides featuring your information to be part of the new format for PowerPoint presentations at ARCIA networking dinners
- Complimentary dinner tickets for ARCIA networking dinners:
 - Eight (8) tickets for Melbourne
 - Three (3) tickets for Sydney
 - Two (2) tickets for Brisbane, Perth and Adelaide
- Your logo featured on Gold level Partner banners on display at all ARCIA networking events

ELITE PARTNER BENEFITS

All ARCIA Member Partner benefits *AND*

- Ten (10) PowerPoint slides featuring your information as part of the new format for PowerPoint presentations at ARCIA networking dinners
- Complimentary dinner tickets for ARCIA networking dinners:
 - Ten (10) tickets for Melbourne
 - Five (5) tickets for Sydney
 - Four (4) tickets for Brisbane, Perth and Adelaide
- Your logo featured on Elite level Partner banners on display at all ARCIA networking events



PROMOTIONAL ACTIVITIES 2021-2022

INDUSTRY GALA DINNER

This year, ARCIA expects to deliver another excellent industry event to its members and guests. The Industry Gala Dinner will again be at the Melbourne Convention & Exhibition Centre which will allow for us to again cater for 500+ attendees—an excellent indication of the relevance of ARCIA and the industry in general.

ARCIA has a long term partnership with Comms Connect. These events continue to grow together, and the Industry Gala Dinner continues to be a major feature of the Comms Connect conference, delivering a diverse audience to ARCIA Partners.

INDUSTRY NETWORKING OPPORTUNITIES

In 2021-2022 ARCIA will again host a number of Interstate Networking Events, following on from the success of these initiatives in previous years. The following locations and dates are scheduled for the year ahead:

- Sydney: Mid July
- Brisbane: Early September
- Adelaide: August/September, November
- Melbourne: August/September, October
- Perth: Mid August
- Regular 'Sundowners' in each city every year

These events provide a platform of opportunities for our Partners to share in the promotional opportunities around all of the major market areas of Australia, with the emphasis being on bringing more user groups and associated organisations into the 'sphere of knowledge'. Through our association with Comms Connect we are aiming to educate our members to embrace technologies like LTE and the Internet of Things (IoT)— this is to help our members survive into the future.

ARCIA continues to innovate in the format of these regional events and we welcome input from our Partners for further innovations to increase the mutual success of these events.

EXHIBITIONS & CONFERENCES

ARCIA will again participate in both Sydney and Melbourne Comms Connect conferences, with stands in the exhibition areas as well as contributing to the conference presentation programs. We encourage our Partners to also get involved with presentations at the conference. At these external events/exhibitions we will arrange to co-promote Partners as a part of our exhibition presence.

ARCIA WEBSITE

The ARCIA website (www.arcia.org.au) was reviewed in 2018—the first major review in several years. As our web committee are volunteers, they are working their way through the content in stages with the front pages and industry content the first to be completed. We will look to include more industry-specific information in order to make the ARCIA website the go-to location for information relating to radio communications of all types.

ARCIA Partners will have their business featured prominently on the website, and hyperlinks back to their company websites.

NEWSLETTERS & MEMBER COMMUNICATIONS

The communication between ARCIA, industry personnel and interested radio users is very strong. We distribute six official member updates each year as well as several additional ones to announce special information.

Our partners will receive a high level of exposure through these publications and we will continue to encourage our Partners to use ARCIA material and graphics in their own marketing materials to further promote their partnership with the Association.

Specific 'Partner bulletins' are sent to our Partners several times each year to advise of activities and encourage our Partners to bring their dealers and staff into the promotional processes.

INTERNATIONAL ACTIVITIES

Over recent years we have been quite active in international conferences and forums. Recently we have signed an MoU with the Government Wireless Technology and Communications Association from America. The agreement is to share information that will be of benefits to members of both organisations.

SOCIAL MEDIA

LinkedIn

ARCIA has a group formed on the professional networking site LinkedIn – **Australian Radio Communications Industry Association**. Our group is approaching 1,500 members and showing regular growth. It has become an important tool for ARCIA to disseminate information and seek input from a wide range of interested people. Announcements through this LinkedIn group almost always attract positive responses and we will be looking to give our partners exposure through this vehicle as well.

*Connect with ARCIA on LinkedIn by logging in and searching:
Australian Radio Communications Industry Association (ARCIA) group.*

Twitter

As part of our 'Communications Strategy' (developed late 2014 and revised in February 2018), ARCIA has a Twitter account with the handle **@ARCIAorg**. Our account is steadily increasing in follower numbers and is often re-tweeted, with almost 400 followers to date.

We recognise that to promote the concept of ARCIA being recognised as the 'independent source of information' we need to be in a wider sphere of communications in order to further our engagement with stakeholders.

*All interested parties can follow ARCIA using the handle **@ARCIAorg** and continue the conversation with us by including the hashtag **#radiocomms** in their tweets.*

ARCIA ANNUAL REPORT

Our Annual Report is widely accepted as a valuable source of information on both our Association activities as well as the industry in general. As well as the electronic version on our website we use printed copies for promotion outside the industry and to Government and peer group leaders.

TERMS & CONDITIONS

SECURING PARTNERSHIPS

To become an ARCIA Promotional Partner, print off the two pages that form the Memorandum of Understanding (MoU) – they are pages 14 and 15 of this Prospectus.

MoU Page 1:

- Fill in your company name and address details where indicated at the top of the page.
- In the Partnership Investment section (middle of the page), select the level of Partnership by circling or underlining your choice.

MoU Page 2:

- In the Payment Schedule section (Responsibilities section D) indicate your invoicing preference.
- Fill in your name, date and contact details, then sign the section for the Partner on the bottom of the page.

Email the completed Partnership MoU to either info@arcia.org.au or itmiller@bigpond.com.au and the MoU will be checked and formalised by ARCIA and a copy returned to you for your files.

It is the intent of ARCIA that, commercial arrangements notwithstanding, incumbent partnerships will be given a degree of preference where there has been a mutually satisfactory arrangement in place for the same partnership level for the previous partnership period. ARCIA will also be cognizant of the commercial proprietaries between potential partners and make every attempt to avoid any such clashes. Further, ARCIA will give preference to an existing Partner to 'step up' to a higher level of Partnership should a vacancy become available, 'Commercial conditions' would still apply.

ARCIA will make every endeavour to ensure that the opportunities and conditions outlined in this document will be provided as part of any partnership or sponsorship arrangement; however, failure to realise all of the benefits or opportunities will not be seen as a dereliction of responsibility on the behalf of ARCIA.

Ideally, partners are required to make a commitment by 31 May to allow time to prepare new promotional materials in time for 1 July. Vacant partner positions can be filled after this time, and partner benefits will commence as soon as is practical thereafter. ARCIA can only update certain communication materials throughout the year and the cost of changes to company names, logos, may fall on the partner if outside of the review period.

Partners must provide print ready artwork and suitable promotional material within three weeks after request by ARCIA for the preparation of promotional items. With regard to banners to be displayed at ARCIA events, ARCIA will produce banners that will display the relevant logo and identification and hold these banners for use throughout the promotional year. Submissions for inclusion in the PowerPoint background presentation at ARCIA networking events must be –

- Single slides in a standard 16:9 layout
- Be single slides with no embedded video
- Have no special effects or animation features
- Only feature products or services for which the partner is the original source or has authorised distribution arrangements
- Are in no way derogatory or critical of other suppliers products

Only in exceptional circumstances will ARCIA consider Partnership applications from joint or multiple applicants and they would not have any degree of priority or preference over single identity partnership applications. Any such applications would be at a rate to be negotiated but would not be at a rate that would disadvantage any single applicant.

MEMORANDUM OF UNDERSTANDING

ARCIA PARTNERSHIP 2021-2022

This document forms a Memorandum of Understanding (MOU) between **Australian Radio Communications Industry Association Incorporated** (ARCIA) of 9/21 Huntingdale Road, Burwood, 3125 in the State of Victoria,

And *(Insert name and address below)*

whereby the parties agree to work together for the promotional benefits offered by ARCIA for the period of this agreement. The agreement will be in effect for the Financial Year 2021-2022 (Agreement Year) and will relate to the events and functions outlined by ARCIA in the Partnership Prospectus. ARCIA will use its best endeavours to provide the promotional facilities outlined in the prospectus but will not be responsible for the effectiveness of those efforts or if circumstances beyond the control of ARCIA prevent the outlined functions or operations from taking place.

It is recognised by both parties that this agreement is for a 'Promotional Partnership' only and does not enact or imply any form of legal partnership between the parties. Neither party shall have any recourse to present itself as being any more than a 'promotional partner' of the other and only within the confines of this document.

ARCIA acknowledges that the Partner retains ownership of all intellectual property rights in any design, artwork or other material or document provided to ARCIA by the Partner under this MOU. ARCIA may only use such material for the purpose of providing the services outlined in the Partnership Prospectus, other use is expressly prohibited.

PARTNERSHIP INVESTMENT TYPE

The Partner has chosen to make an investment in the form of this partnership type (select one) –

Elite (\$13,750*) | Gold (\$10,560*) | Silver (\$7,700*)
*(*Annual investment incl. GST – quarterly or annually invoiced)*

RESPONSIBILITIES

Each of the parties to this MOU will have the responsibilities as outlined below –

- A. ARCIA** – to provide the facilities and promotional opportunities as outlined in the Partnership Prospectus which has been circulated and is available on request from ARCIA. To attempt to promote the best interests of the Partner as much as is possible and to not engage in any actions that might be seen to denigrate the Partner or its business interests in any way.
- B. The Partner** – will be responsible for the following seven (7) actions –
 - 1. Raising a Purchase Order to the benefit of ARCIA (where required) and subsequent payment of all Tax Invoices within thirty (30) days of invoice date
 - 2. To provide 'Print ready' artwork within fourteen (14) days of a request being received from ARCIA
 - 3. To advise ARCIA of changes to its identification which may require changes to promotional materials
 - 4. Where changes to company logo or identification is requested during the promotional year to undertake to pay reasonable costs for the changes to ARCIA promotional materials.

MEMORANDUM OF UNDERSTANDING

ARCIA PARTNERSHIP 2021-2022

RESPONSIBILITIES...

5. Cooperate with ARCIA to ensure the best possible outcomes of all promotional opportunities.
 6. Not undertake any actions which could be deemed to be derogatory the reputation of ARCIA.
 7. Where ARCIA offers to provide additional promotional opportunities to provide timely support to ARCIA to facilitate these additional opportunities to the mutual benefit of both parties.
- C. Schedule of Promotional opportunities** – it is anticipated the following events will be available for promotional opportunities within this Agreement Year –
- ARCIA regular newsletters
 - ARCIA Events – high level visibility
 - Comms Connect show & exhibition, display stand identification
- D. Schedule of payments** – the Partner agrees to pay the relevant partnership fees as invoiced (select one) –

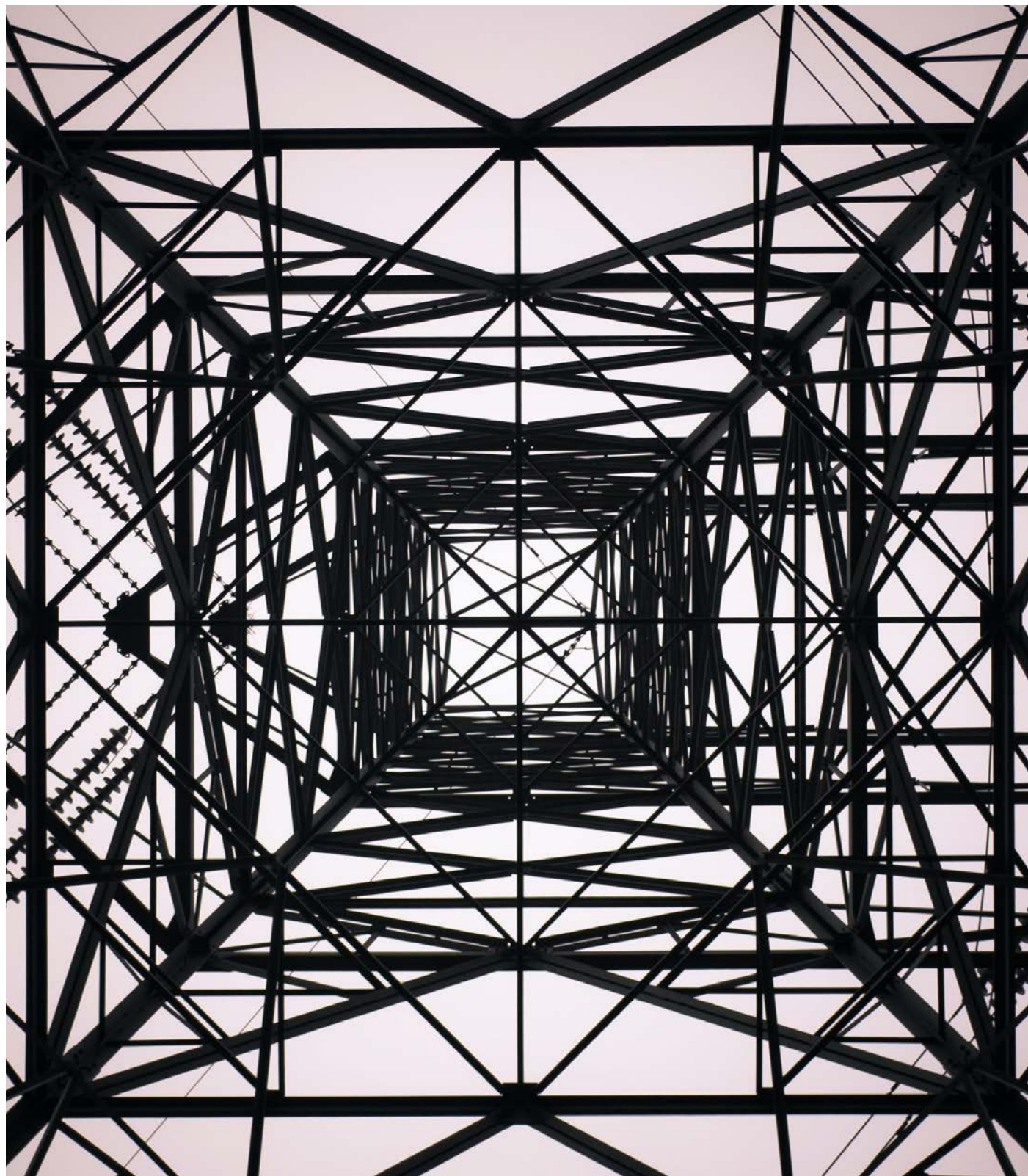
Annually in advance | Quarterly in advance | Other: _____

Signed for and on behalf of the Partner named above:

_____	_____	_____
Name	Signature	Date
_____	_____	_____
Email	Phone	Mobile

Signed for and on behalf of Australian Radio Communications Industry Association Inc. (ARCIA):

_____	_____	_____
Name	Signature	Date



WWW.ARCIA.ORG.AU



GENERAL info@arcia.org.au
EVENTS events@arcia.org.au
ACCOUNTS accounts@arcia.org.au
SPECTRUM & TECHNICAL technical@arcia.org.au

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Burwood, Victoria 3125
Australia