



**2023
ARCIA PARTNERSHIP
PROSPECTUS**

01 JULY 2023–30 JUNE 2024

WWW.ARCIA.ORG.AU

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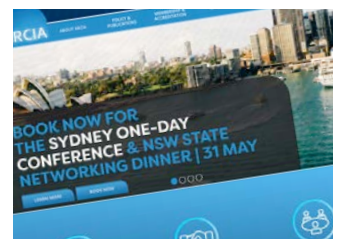
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ABOUT ARCIA

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 communications and the broader critical communications landscape 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 sector in Australia. The current membership base reflects a cross section of the industry at all levels, including dealers, network operators and manufacturers, in addition to professional end-user organisations, such as public safety agencies and mine operators, as well as consultants.

Our aims include supporting the issues most important to its members and general communications users, including, but not limited to, ongoing availability of spectrum, industry training and the development of suitable educational pathways for the next generation of radio and critical communications professionals. ARCIA also seeks to raise and maintain the level of professionalism within the sector.

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 undertakes programs to increase the skills levels within the radio and critical communications sector.

- Training and education
- 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

In order to truly reflect the sector, ARCIA actively canvasses for new members, to enable us to increase the services we offer and to promote the application and benefits of the services and solutions offered by our members.

Contingent with our aims for increasing membership and promotion of the Association, our vision requires support from our partnerships to fund plans in place for the improvement of the sector and those who are employed within it. These plans are essential for its growth and health.

As in previous years, we will continue to encourage all organisations who provide solutions and support services to the sector to become members of ARCIA to enable us to have a louder voice. This includes all those that interreact with and supply products or services to the sector, in a direct or indirect way, as well as all those that are consumers of those products and services, as a vibrant sector is of benefit to all.

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

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 Adelaide, Brisbane, Melbourne, Perth and Sydney, increasing the promotional visibility for all ARCIA Partners.

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 critical communications sector here in Australia.



We continue to lobby the ACMA for spectrum and have had recent success with spectrum for Private LTE/ 5G systems, which will now become a major part of the professional communications user’s landscape.



The development and return of ARCIA conferences, along with our state dinners and nationwide networking events, foster relationship-building and business development opportunities.

These have in large part been possible due to the employment of a full-time CEO, as was the objective last year.



We are currently working on the development of a pathway for future generations of communications professionals, with investigations on the development and delivery methods of required content.



A number of Professional Development short courses have been developed, with additional content being created.

The first courses were made available for online, live classroom-style delivery earlier this year.

WHY PARTNER WITH ARCIA

GROWING OPPORTUNITIES

ARCIA's conferences, industry dinners and networking events present opportunities for organisations to place themselves in front of key individuals in attendance each year, with Partners receiving recognition and exposure all year round.

Your business can reach a unique and diverse audience through a partnership with ARCIA. The wireless technology sector is one of the fastest growing in Australia, with the Australian Communications and Media Authority (ACMA) receiving in excess of 10,000 new licence applications each year from the Land Mobile Radio sector alone.

ARCIA is recognised by both the ACMA and Department of Communications as an important industry advocate and is well respected by many other spectrum user groups, as we offer and are regularly approached for input on spectrum management issues.

YEAR-ROUND BENEFITS

WWW.ARCIA.ORG.AU



- Website designed to be the go-to location for all things relating to radio and the critical communications sector.
- Your logo featured throughout the website, acknowledging your support as a Partner and hyperlinked back to your organisation's website.
- Features on important information for reference and download to increase traffic and exposure for our Partners.
- A comprehensive event calendar driving traffic to the site throughout the year.

NATIONAL GALA DINNER



- Our National Gala Dinner in Melbourne provides exposure to 500+ radio and critical communications professionals and end users.
- Your identity featured on multiple banners and presentations throughout the evening.
- Your appearance in promotional materials, in addition to the event registration website.

INTERSTATE NETWORKING EVENTS



- ARCIA's interstate networking events provide additional exposure in state capitals.
- Exposure to industry personnel with your identification on banners at the venues.
- Recognition as an investor in and supporter of your industry.

STATE CAPITAL CONFERENCES



- ARCIA's critical communications conferences provide another layer of exposure in three state capitals currently—Brisbane, Perth and Sydney.
- Additional exposure to a broad cross-section of professional communications users and industry personnel via slides, banners and verbal recognition of our Partners at all events.
- Recognition as an investor in and supporter of your industry at thought leadership conferences.

ARCIA COMMUNICATIONS



- Regular email contact to broad-based subscriber list, featuring Partner logos.
- Regular social media promotion of events, papers and reports leading to higher levels of interaction with ARCIA activities and our Partners.
- Multiple newsletters and advice bulletins each year displaying all Partner logos.

PARTNERSHIP UPDATES

In 2023-2024 the ARCIA Partnerships have been updated to add more value and to better acknowledge your commitment as a major supporter of our industry.

Whilst many of the key benefits remain unchanged to previous ARCIA Partnership years, the addition of passes to all ARCIA conferences, for all levels of partners, sees additional value added. As with the tickets to the state and national dinners, allocations are based on the level of partner support. This gives all partners the ability to attend and interact with those in attendance at our conferences, from thought leading speakers to mine operators and public safety personnel, from power generators to local and state government.

This enhanced package aims to improve our partner visibility and opportunities, growing the audience that your teams are able to interact with.

Partnership are available in three levels: Silver, Gold and Elite

The degree of recognition and visibility corresponds to your level of investment in the future of the radio and critical communications sector and in your organisation.

ARCIA ACTIVELY WORKS IN THESE AREAS:

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

The PowerPoint presentations (that you have control over) will have visibility at the National Industry Gala Dinner in Melbourne and 2023-2024 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 2023-2024, 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 events.

The number of slides available is commensurate to your partnership investment, and is found in the table of benefits.

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 2023-2024

- **Silver: \$7,750 ex. GST**
- **Gold: \$10,750 ex. GST**
- **Elite: \$13,750 ex. GST**

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

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 approx. 1000 industry and end-user professionals).
- **Your logo featured on the ARCIA website** with hyperlinks to your own company website where applicable.

SILVER BENEFITS

All ARCIA Member Partner benefits plus:

- Four (4) PowerPoint slides featuring your information to be part of the new format for PowerPoint presentations at ARCIA networking dinners

Included tickets for ARCIA networking dinners:

- Four (4) tickets for Melbourne
- Two (2) tickets for Sydney, Brisbane, Perth and Adelaide
- Your logo featured on Silver level Partner banners on display at all ARCIA events

GOLD BENEFITS

All ARCIA Member Partner benefits plus:

- Six (6) PowerPoint slides featuring your information to be part of the new format for PowerPoint presentations at ARCIA networking dinners

Included tickets for ARCIA networking dinners:

- Six (6) tickets for Melbourne
- Three (3) tickets for Sydney, Brisbane, Perth and Adelaide
- Your logo featured on Gold level Partner banners on display at all ARCIA networking events

ELITE BENEFITS

All ARCIA Member Partner benefits plus:

- Ten (10) PowerPoint slides featuring your information as part of the new format for PowerPoint presentations at ARCIA networking dinners

Included tickets for ARCIA networking dinners:

- Ten (10) tickets for Melbourne
- Four (4) tickets for Sydney, Brisbane, Perth and Adelaide
- Your logo featured on Elite level Partner banners on display at all ARCIA networking events



PROMOTIONAL ACTIVITIES 2023-2024

INDUSTRY GALA DINNER

This year's Industry Gala Dinner will be held in the Goldfields room at the Melbourne Convention & Exhibition Centre, with capacity for approximately 500+ guests.

The Gala Dinner will be held in conjunction with ARCIA's long-term event Partner, Comms Connect. The two events have grown together since 2007, when Comms Connect was first launched, with the Industry Gala Dinner a major feature of the conference week in Melbourne, delivering a diverse audience to ARCIA Partners, from all over Australia, and further afield.

ARCIA 'SUNDOWNERS'

In addition to the state conferences and dinners, 2023-2024 will see ARCIA continue to host its popular networking opportunities in state capitals, following the success of these popular initiatives in previous years, giving team members the opportunity to network with and learn from clients, prospects and peers, as they would at other industry events.

- Adelaide: April
- Brisbane: November, April
- Melbourne: June
- Perth: June, September, December

ARCIA continues to monitor the format of these evenings and welcomes input from our Partners to further increase their success for all involved.

EXHIBITIONS & CONFERENCES

ARCIA will participate in the Melbourne Comms Connect conference, with stands in the exhibition area as well as contributing to the conference presentation program and workshops. We encourage our Partners to also submit presentations for the conference.

At these external events/exhibitions we will arrange to co-promote Partners as a part of our exhibition presence.

NEWSLETTERS & MEMBER COMMUNICATIONS

The communication between ARCIA, industry personnel and interested users is strong, with regular newsletters as and when information is required to be shared, particularly around major events, such as Comms Connect and our Gala Dinner, along with training and education announcements. These communications contain all Partner logos.

In addition, specific 'Partner bulletins' are sent to our Partners on a regular basis to advise of important activities, so please be sure to read them and share them with relevant team members and further afield, so as to bring their dealers and staff into the promotional process.

SOCIAL MEDIA

LINKEDIN

ARCIA has a Group on LinkedIn—[Australian Radio Communications Industry Association](#), with approximately 1,600 members. This is a Group where we encourage discussion of a non-product or service promotional kind.

In addition, [ARCIA has a Company Page](#) that has over 1,500 members, that has become an important tool for us to disseminate information and seek input from a wide range of interested people. This is where more promotional activity takes place around not only ARCIA events, but any that are relevant to our sector, in Australia and around the world. Announcements through this LinkedIn Page attract solid engagement and we would encourage it's use for the marketing of your activities.

If not already a member of the above group or company page, please join to help keep you up-to-date and share widely with your teams for the same purpose.

TWITTER

As part of our communications strategy, ARCIA also has a Twitter account with the handle [@ARCIAorg](#). Our account is steadily increasing in follower numbers.

Again, please follow and share relevant content via our account, as we do.

ARCIA ANNUAL REPORT

Our Annual Report is widely accepted as a valuable source of information on both Association activities in addition to the radio and critical communications sector in general. This year will see us shift from both printed and digital versions, to a digital-only version, which is far more easily and widely accessible for interested parties, included members, professional users and government.



BENEFITS OF ARCIA

OVERVIEW OF PARTNERSHIP BENEFITS 2023-2024

			Elite	Gold	Silver
Annual Investment ex. GST <i>Invoiced quarterly or annually</i>			\$13,750	\$10,750	\$7,750
Event	Description	Benefits			
Industry Gala Dinner (Melbourne)	Major Industry Gala Dinner in conjunction with Comms Connect <i>Approximately 500 attendees</i>	Logo on 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
		Included Partner dinner tickets	10	6	4
State Capital Industry Dinners	Networking dinners in Adelaide, Brisbane, Perth and Sydney, in conjunction with ARCIA Conferences (except Adelaide) <i>Approximately 80-120 attendees</i>	Logo on 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
		Included Partner dinner tickets	4	3	2
State Capital Conferences	Conferences in Brisbane, Perth and Sydney, in conjunction with ARCIA state dinners <i>Approximately 80-120 attendees</i>	Logo on 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)
		Logo on PowerPoint slides	Y	Y	Y
		Partner tickets for each conference (Brisbane/Perth/Sydney)	3	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

TERMS & CONDITIONS

SECURING PARTNERSHIP

To become an ARCIA Promotional Partner, print off the two pages of this prospectus (13 and 14) that form the Memorandum of Understanding (MoU).

MoU Page 1:

- Complete company details.
- In the Partnership Investment section, select Partnership level by circling or underlining your choice.

MoU Page 2:

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

Email the completed Partnership MoU to pdavis@arcia.org.au and the MoU will be formalised by ARCIA, with a copy returned to you for your files.

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

Ideally, this year Partners are required to make a commitment by 30 June to allow time to prepare new promotional materials in time for 3 July. Vacant Partner positions can be filled after this time, with relevant Partner benefits will commence as soon as is practical thereafter. ARCIA can only update certain communication materials throughout the year, and the cost of updates to company names, logos etc may fall on the Partner if outside the review period.

Partners must provide print ready artwork and suitable promotional material within two weeks after the request by ARCIA for the preparation of promotional items. All banners to be displayed at ARCIA events, will be produced by ARCIA and will display the relevant logo and identification, with ARCIA holding 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 2023-2024

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 2023-2024 (Agreement Year) and will relate to the events and functions outlined by ARCIA in the Partnership Prospectus. ARCIA will make its best efforts 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 (\$10,750*)** | **Silver (\$7,750*)**

(*Annual investment ex. GST)

RESPONSIBILITIES

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

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.

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 material
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.
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.

MEMORANDUM OF UNDERSTANDING—CONT.

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

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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