

National Precast... connect, learn, grow.



- › Connect with precast manufacturers
- › Promote your business and products
- › Ensure your employees are up to date
- › Get new sales leads
- › Influence the Standards and codes that affect your business



MARKET....

you and your products

We get you and your products out there via:

- Presentations at National Precast Members' Meetings
- The National Precast website
- Industry conferences, exhibitions & workshops
- Social Media

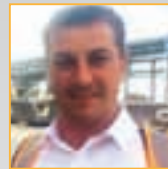


"People are always trying to sell me something and I simply have to switch off to most of it. National Precast acts as a filter; I get to know the suppliers at our meetings that support the industry and these are the types of people I want to deal with."

– Cathy Inglis, Austral Precast (member since 2010)

"Industry Supplier membership is definitely a very cost effective tool that supports our marketing strategy – we get targeted exposure through multiple channels and direct feedback from the key people in our industry."

– Chris Brooks, Ancon Building Products (member since 2008)



"Presenting at industry seminars reinforces our position as an industry leader."

– Niki Jackson, Grace Construction Products (member since 2000)



"The quarterly Members' Dinners help me to get to know my suppliers better, which is great for our business relationship."

– Matt Perrella,
Delta Corporation
(member since 1990)



LEARN....

get ahead of the pack

Meetings, site visits, factory tours, newsletters and our many other resources provide you with an understanding of:

- Who's who in the precast industry
- Who's doing what
- Who needs what
- Business and industry trends
- Changes to Standards and codes
- Opportunities for new business



"Membership has allowed us to better understand and stay abreast of the issues that affect the precast industry, which has in turn helped us to develop and market products that the industry is looking for."

– Gary Chalmers, ERICO (member since 2013)



"The Association is a great platform for us to better understand the industry and tell the best in the business about our software."

– Mark Demmrich, Strusoft (member since 2013)



"I trust the suppliers who are involved with the Association, because I know they are up-to-date and industry leaders."

– Colin Ginger, Precast Concrete Products (member since 1990)

ADVISE....

position yourself as an industry leader



Lift your profile by offering your expert support. Get your message out there to the industry via:

- Presenting at quarterly national Members' Meetings
- Presenting at industry conferences, exhibitions & workshops
- Giving advice at industry exhibitions
- Contributing to National Precast member, industry & specifier newsletters
- Contributing to new National Precast publications



"Being a Supplier member not only allows us to access industry advice ourselves, but by helping to solve problems as well, we form better relationships within the industry and we win long term business."

– Peter Tutbury, Active Minerals International
(member since 2011)



"Before we joined National Precast we were seen as just another supplier in the market. Now, we are recognised by precasters as being ahead of the game, and they regularly come to us for advice."

– Tim Bower, Parchem (member since 2011)

GROW...

get new business

Grow your business through:

- New sales leads from Precaster members
- Referrals to architects, engineers and builders
- Be part of our exhibition stands and talk to architects, engineers and builders
- Using the National Precast member logo to get the recognition your business deserves



"We hear about projects that are coming up and can get involved early."

– Tony Watling, Nawkaw (member since 2005)

"Manning the National Precast stand at exhibitions puts me in front of architects and wins me work."

– John Joveski, Reckli (member since 2006)



CONNECT...

develop meaningful relationships

Our events let you:

- Make industry contacts
- See your customers & potential customers in one place
- Form genuine friendships with Precaster members
- Get help and advice
- Generate new sales leads
- Learn from industry leaders



"We like to support the businesses that support the industry. I always make the time to meet with suppliers who are members."

– Richard Lorenzin, Hanson Precast (member since 1990)

"The quarterly meetings are a cost effective and easy way for me to regularly meet with many of my customers and those I'd like to do business with."

– Steve Bratan, Lanxess (member since 2012)



"The personal relationships that membership has allowed me to make have won me new business."

– Graeme McGregor, OneSteel Reinforcement (member since 2000)



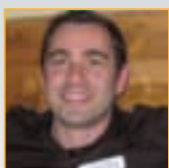
INFLUENCE...

make your voice heard



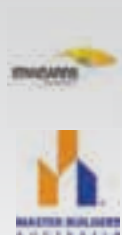
Improve and drive our industry by working with others to influence:

- Standards committees
- WorkCover authorities
- Safe Work Australia
- Roads authorities
- Allied industry & professional associations



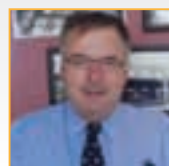
"By being a National Precast member, our company was able to get on a Standards committee to ensure the right outcomes were achieved."

– Leonard Samuel, Actech (member since 2003)



"Our involvement with the Association and the specification authorities has helped ensure that precast concrete remains competitive within the construction industry."

– Jeff Stratford, Reid Construction Systems (member since 1991)



"We like to deal with suppliers who use their expertise to advocate for the industry – it tells me they're a leader who is committed to the industry."

– Peter Healy, Hollow Core Concrete (member since 1990)

Who we are...

National Precast has been the peak body for the Australian precast concrete industry since 1990. We are the industry's recognised voice... comprising members both large and small, in all product categories and across all states. We are an energetic group of individuals, passionate about precast, working vigorously to continue the remarkable growth of precast and represent its interests.

Looking to grow your business...

Would you like to be talking regularly with the leaders of the precast industry... in the one place, in a neutral, convivial environment? Would you like the opportunity to showcase your products to them, without having to travel to see every one of them and without the hard sell? That's what a National Precast membership gives you.

A National Precast membership is your gateway to the precast concrete industry. Become part of National Precast and allow us to introduce you to our members. Let us help you to really get to know the major players in the industry. Learn about what they are doing and what they need from you, to help them do it. We provide you access to a wealth of information, experience, support and networking opportunities. To make contacts, develop meaningful relationships and grow your business.

Memberships now available!

We understand that every business has its own unique objectives and targets. With this in mind, we offer two types of membership to help you achieve your goals – **Industry Supplier membership** and **Industry Partner**.



Membership options

Industry Supplier - \$6,000pa (ex GST)

If you want connections, information and opportunities, our Industry Supplier membership is for you. This is your gateway to the precast concrete industry.

Marketing, information, advice, new business, connections, influence... it's all included in Industry Supplier membership.

Industry Partner - \$15,000pa (ex GST)

If you want to involve the industry's peak body in your marketing strategy and collaborate with us to position your products ahead of your competitors, then Industry Partnership is for you.

This is exclusive – we only accept one Partner per product type and with a range unique and exciting services, we will get your products out there.

The same great services an Industry Supplier member gets, plus your choice of \$18,000 worth of additional services to exclusively promote your product. See Application Pack for full details.



How to apply...

Applying for membership involves downloading an Application Pack from our website, www.nationalprecast.com.au. Please fill out the forms and send them to us. On receipt, one of our team will be in touch to get the ball rolling. Your application will then be considered by the National Precast Board of Directors.

And if you would like to chat with us, please call our CEO Sarah Bachmann on (08) 8178 0255, or email exec@npcaa.com.au.



INDUSTRY SUPPLIER – \$6000PA (EX GST)**Benefits:**

Use the member logo to promote your membership	Present at quarterly national Members' Meetings
Receive member newsletters	Purchase publications at member rates
Participate in project working groups	Website directory listing
Participate in exhibitions, industry conferences & workshops	Website logins for you and your staff
Nominate for Standards committees	Referrals to architects, engineers & builders
Attend member events at member rates	New sales leads from Precaster members

Terms:

- Membership of National Precast is in accordance with the Constitution of National Precast Concrete Association Australia Limited (email exec@npcaa.com.au to request a copy).
- When claiming membership, members must notate their category of membership (i.e. Industry Supplier) and can only use the National Precast logo supplied for their specific membership category.
- Nominations to Standards committees are subject to a nominations and approval process.
- Member discounts will be set by National Precast and are subject to change.
- Presentations at quarterly national Members' Meetings are subject to approval by National Precast, subject to availability and may be limited in frequency and duration.
- A minimum term of 12 months membership applies to new membership applications. New memberships may be prorated.
- Membership is automatically renewed for a further 12 months each year on 1st July. Resignations must be submitted in writing and fees will be payable until such written advice is provided.

INDUSTRY PARTNER – \$15,000 (EX GST)**Benefits:**

Industry Partner members receive the same benefits an Industry Supplier member receives, plus \$18,000 worth of additional services (refer to the *Additional services* section below). Industry Partner membership is exclusive i.e. National Precast only accepts 1 Industry Partner per product type. This product type is nominated by the Industry Partner from the list in the *Exclusive product types* section below.

Terms:

- Membership of National Precast is in accordance with the Constitution of National Precast Concrete Association Australia Limited (email exec@npcaa.com.au to request a copy).
- Industry Partners are limited to promoting products only from within their pre-specified product type via the services exclusively made available to Industry Partner members. Industry Partners have the right to promote products outside of their pre-specified product type but only via means available to Industry Supplier members.
- When claiming membership, members must notate their category of membership (i.e. Industry Partner) and can only use the National Precast logo supplied for their specific membership category.
- Nominations to Standards committees are subject to a nominations and approval process.
- Member discounts will be set by National Precast and are subject to change.
- Presentations at quarterly national Members' Meetings are subject to approval by National Precast, subject to availability and may be limited in frequency and duration.
- Industry Partner applicants are subject to a certification process (refer to National Precast website for details). Applicants that do not meet the minimum requirement will be refused membership. The Board of Directors has final approval of all Industry Partners. Their decisions are final and will be based upon the merit of each application.
- Industry Partners will commence their membership on 1st July each year (membership will not be prorated).
- Industry Partners will be automatically renewed for a further 12 months each year on 1st July, where no other application for an exclusive product type has been received.
- Where 2 or more applications for the same exclusive product type are received, both the existing and new applications will be considered and preference will be given to the application with the highest certification score.
- On renewal, existing Partners must advise National Precast before 1st July of any changes to their exclusive product type and additional Services; failure to do this will result in the continuation of the previous year's product type and additional services.
- Resignations must be submitted in writing before 1st July; failure to do this will result in fees being payable for the following 12 months (fees will not be prorated).

INDUSTRY PARTNER – EXCLUSIVE PRODUCT TYPES

BIM software	Cement & Concrete
CAD software	Aggregate
Drafting/Shop drawing	Pigment additives
Decorative applied finishes (eg stains, paints, decorative finishes etc)	Chemical additives (eg release agents, curing compounds, plasticisers etc)
Transportation	Reinforcement (eg mesh, strand, bars, fibres etc)
Erection	Site accessories (eg shims, dowels, grouts, caulking, backing rods etc)
Legal services	Lifters (eg clutches, lifters etc)
Financial services	Safety equipment (eg PPE, fall protection etc)
Machinery/Equipment (eg mixers, batching equipment, manufacturing equipment, stressing equipment etc)	Coatings & Protectors (eg coatings, liners, sealers, fire/graffiti/water protection etc)
Manufacturing accessories (eg spacers, bar chairs, fillets, tying tools, formwork, screeds, saws, benders, welders, trowels, vibrators, sandwich panel connectors/insulation etc)	Anchors & Connectors (eg ferrules, anchors, connection plates, column shoes etc)
Moulds & Formliners	Other (not specified)

INDUSTRY PARTNER – ADDITIONAL SERVICES

The additional services offered to Industry Partners include:

- Sponsoring member events
- Tickets to member events
- Market research
- PR – Content creation (eg banner ads, articles, case studies, fact sheets, videos etc)
- PR – Content distribution (eg website, social media, newsletters, external media etc).

MEMBER EVENTS:

Sponsorship of a National Precast quarterly Members' Dinner (cost: \$3500)

The sponsorship of a national Members' Dinner includes naming rights, pre-allocated seating, the ability to display banners, promotional material, and organise speakers etc (other options to be negotiated and are subject to approval). Materials are to be supplied by the member and are subject to approval. Limited spots available on a first come, first served basis.

Sponsorship of a National Precast quarterly Members' Meeting (cost: \$3500)

The sponsorship of a national Members' Meeting includes naming rights, the ability to display banners, promotional material, and organise speakers etc (other options to be negotiated and are subject to approval). Materials are to be supplied by the member and are subject to approval. Limited spots available on a first come, first served basis.

Sponsorship of a National Precast quarterly Members' Social (cost: \$1000)

The sponsorship of a Members' Social includes naming rights, and promotional material distribution (other options to be negotiated and are subject to approval). Materials are to be supplied by the member and are subject to approval. Limited spots available on a first come, first served basis.

Sponsorship of all three National Precast member events for one quarter (cost: \$7000)

The sponsorship of all three National Precast member events for a single quarter – includes all of the associated benefits and opportunities outlined above for each individual event.

Tickets to a member event (cost: \$150)

A single ticket to a single National Precast quarterly event (e.g. the Dinner or the Meeting or the Social).

Multiple tickets can also be booked for a single event. Maximum of 10 tickets per annum, per partner.

MARKET RESEARCH:

Survey (cost: \$4000)

A survey conducted on your behalf by National Precast. The survey will be created in consultation with you and sent on your behalf to all Precaster members. The survey can contain a maximum of 20 questions. Results will be collated and supplied in a report.

PR – CONTENT CREATION:

Banner ad (cost: \$500)

A graphic designer will work with you to design a banner advertisement to display your images and text. The banner will be hyperlinked to send traffic to your web page.

Article (cost: \$1000)

A journalist will work with you to write a news story about your organisation and/or its products. Word limit 500 words.

Case study (cost: \$1250)

A journalist will work with you to write a co-branded case study about a project in which you have been involved (only projects utilising precast supplied by a Precaster member can be used). Word limit 500 words.

Fact sheet (cost: \$1500)

A writer will work with you to write a sponsored fact sheet about a type of product or service provided by your organisation. Word limit 750 words.

Still slide video (cost: \$2000)

We will work with you to create a co-branded promotional or educational still slide video about your organisation, its products and services, or projects in which you have been involved (only projects utilising precast supplied by a Precaster member can be used). Images to be supplied and are subject to approval.

Video (cost: \$4000)

A professional videographer will work with you to film a co-branded promotional or educational video about your organisation, its products and services, or projects in which you have been involved (only projects utilising precast supplied by a National Precast member can be used). This includes all briefings, planning, interviewing, filming, editing and any associated costs.

PR – CONTENT DISTRIBUTION:

Website – Home page (cost: 1 month \$3000 / 3 months \$8000 / 6 months \$15000)

Your banner ad, or a link promoting your article, case study, fact sheet, still slide video or video, placed on the home page of the National Precast website.

A maximum of one banner advert and two articles, case studies, fact sheets, still slide videos or videos will be displayed on the home page at any one time – availability is on a first come first served basis.

Website – Non-home page – banner ads only (cost: 1 month \$1500 / 3 months \$4000 / 6 months \$7500)

Your banner ad, placed on a non-home page of the National Precast website. A maximum of one banner ad will be displayed on any one page at any one time – availability is on a first come first served basis.

Website – Corresponding section (cost: \$2000)

Your case study, fact sheet, still slide video or video will be uploaded into the relevant section of the National Precast website. Case studies will be uploaded to the Case Study section, fact sheets will be uploaded to the Fact Sheets section and videos will be uploaded to the Videos section.

Website – News story (cost: \$1000)

Your article, case study, fact sheet, still slide video or video will be summarised and uploaded to the National Precast website as a news story. This includes text, a photo, and a link to the full article, case study, fact sheet, still slide video or video.

Social media – Facebook (cost: \$250)

Your article, case study, fact sheet, still slide video or video will be summarised and uploaded to National Precast's Facebook page. This includes text, a photo, and a link to your full article, case study, fact sheet, still slide video or video.

Social media – LinkedIn (cost: \$250)

Your article, case study, fact sheet, still slide video or video will be summarised and uploaded to National Precast's LinkedIn page. This includes text, a photo, and a link to your full article, case study, fact sheet, still slide video or video.

Newsletter – Members' newsletter (cost: banner \$1000 / article \$500)

Your banner advert or a written summary, accompanying photo and link to your full article, case study, fact sheet, still slide video or video, be placed into one issue of National Precast's member newsletter. The newsletter will be sent to ALL National Precast members. You can choose to be included in any of the following newsletters: Legal & Commercial, Marketing & Communications, Meetings and Events, Representation & Advocacy, Technical & Manufacturing, and Workplace Health & Safety. Limited spots available on a first come, first served basis.

Newsletter – Non-member precaster newsletter (cost: banner \$4000 / article \$2000)

Your banner advert or a written summary, accompanying photo and link to your full article, case study, fact sheet, still slide video or video, placed into an issue of National Precast's precast industry newsletter. The newsletter will be sent to all of the precast manufacturers in National Precast's non-member database. Limited spots available on a first come, first served basis.

Newsletter – Architect/engineer/builder newsletter (cost: banner \$1000 / article \$500)

Your banner advert or a written summary, accompanying photo and link to your full article, case study, fact sheet, still slide video or video, placed into one issue of National Precast's newsletter for either architects, engineers or builders. The newsletters are distributed to all of the relevant contacts in National Precast's database. Limited spots available on a first come first served basis.

Newsletter – Single topic direct email (cost: \$3000)

Your article, case study, fact sheet, still slide video or video along with any accompanying material (e.g. text, images etc) will be placed into a specially designed template and emailed directly to National Precast's Precaster members.

External industry magazines/newsletters – National Precast's PR list (cost: \$1000)

Your article, case study, fact sheet, still slide video or video along with any accompanying material (e.g. text, images etc) will be written as a media release and emailed directly to the editors of the relevant industry publications on National Precast's PR list. This service does not guarantee that your piece will be published.

CONTENT CREATION & DISTRIBUTION PRICING:

	Banner Ad	Article	Case study	Fact Sheet	Video (still slide)	Video
PR – Content creation	\$500	\$1,000	\$1,250	\$1,500	\$2000	\$4,000
PR – Content distribution – Website						
Home page – 1 month / 3 months / 6 months	\$3000 / \$8000 / \$15000	\$3000 / \$8000 / \$15000	\$3000 / \$8000 / \$15000	\$3000 / \$8000 / \$15000	\$3000 / \$8000 / \$15000	\$3000 / \$8000 / \$15000
Non-home page – 1 month / 3 months / 6 months	\$1500 / \$4000 / \$7500					
Corresponding section – Case Studies, Fact Sheets, Videos			\$2,000	\$2,000	\$2,000	\$2,000
News story		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
PR – Content distribution – Social media						
Facebook		\$250	\$250	\$250	\$250	\$250
LinkedIn		\$250	\$250	\$250	\$250	\$250
PR – Content distribution – Newsletter						
Member newsletter	\$1,000	\$500	\$500	\$500	\$500	\$500
Non-member precaster newsletter	\$4,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Architect newsletters	\$1,000	\$500	\$500	\$500	\$500	\$500
Engineer newsletters	\$1,000	\$500	\$500	\$500	\$500	\$500
Builder newsletters	\$1,000	\$500	\$500	\$500	\$500	\$500
Single topic direct email to Precaster members		\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
PR – Content distribution – External industry magazines/newsletters						
Distribute to National Precast's P.R. list		\$1000	\$1000	\$1000	\$1000	\$1000

Membership application form



MEMBERSHIP TYPE:

☐ Industry Supplier ☐ Industry Partner

APPLICANT DETAILS:

Company Name: _____ ABN: _____

Contact Name: _____ Email: _____

Address: _____

Suburb/Town: _____ Postcode: _____

Postal Address (if different to above): _____

Suburb/Town: _____ Postcode: _____

Telephone: (_____) _____ Website URL: www. _____

COMPANY PROFILE:

What products/services does your company supply? _____

Are you a member of any other industry associations? **No / Yes** (details): _____

Do you currently participate in any industry activities (Standards committees, exhibitions etc)? **No / Yes** (details): _____

Do you currently supply precast manufacturers? **No / Yes** (please list two): _____

Which states do you supply? **All / QLD / NSW / ACT / VIC / TAS / SA / WA / NT**

In which states do you have facilities/warehouses/offices? **All / QLD / NSW / ACT / VIC / TAS / SA / WA / NT**

Has your product/service undergone any third party certification/testing? **N.A. / No / Yes** (details): _____

What product related expertise/qualifications/licensing etc do you have? (details): _____

INDUSTRY PARTNER – EXCLUSIVE PRODUCT TYPE:

Which product type are you interested in promoting? (please specify here, if not listed below: _____)

<input type="checkbox"/>	BIM software	<input type="checkbox"/>	Financial services	<input type="checkbox"/>	Chemical additives
<input type="checkbox"/>	CAD software	<input type="checkbox"/>	Machinery/Equipment	<input type="checkbox"/>	Reinforcement
<input type="checkbox"/>	Drafting/Shop drawing	<input type="checkbox"/>	Manufacturing accessories	<input type="checkbox"/>	Site accessories
<input type="checkbox"/>	Decorative applied finishes	<input type="checkbox"/>	Moulds & Formliners	<input type="checkbox"/>	Lifters
<input type="checkbox"/>	Transportation	<input type="checkbox"/>	Cement & Concrete	<input type="checkbox"/>	Safety equipment
<input type="checkbox"/>	Erection	<input type="checkbox"/>	Aggregate	<input type="checkbox"/>	Coatings & Protectors
<input type="checkbox"/>	Legal services	<input type="checkbox"/>	Pigment additives	<input type="checkbox"/>	Anchors & Connectors

INDUSTRY PARTNER – ADDITIONAL SERVICES:

Which of the additional services are you interested in?

- ☐ Sponsoring member events (Members' Dinner, Meeting, Social)
- ☐ Tickets to member events (Members' Dinner, Meeting, Social)
- ☐ Market research
- ☐ PR – Content creation (banner ads, articles, case studies fact sheets, videos)
- ☐ PR – Content distribution (website, social media, newsletters, external media)

Refer to the Product Disclosure Statement: Industry Supplier & Industry Partner Membership for full details of product types and additional services.

☐ (Please tick) I have read and understood the *Product Disclosure Statement: Industry Supplier & Industry Partner Membership*.

Signed: _____ Position: _____

Name: _____ Date: _____

Please send this Membership application form, together with a cheque for \$500 (or proof of bank transfer to National Precast Concrete Association Australia BSB: 032 060, Account: 138 964) to National Precast, 6/186 Main Rd, Blackwood SA 5051. This will apply towards your first year's fee.

How did you hear about National Precast?

☐ Website ☐ Social Media ☐ Referral (by _____) ☐ Other (specify) _____