



2010 RVA Inaugural National  
Business Excellence Awards  
Friday, 10 March 2010  
Melbourne, VIC



*Partnership  
Prospectus*



excellence  
awards

*excellence  
awards  
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## Invitation from the President



It is an exciting time for our organisation with the recent announcement of the **2010 Retirement Village Association (RVA) National Business Excellence Awards** to be held in Melbourne in March 2010.

This prestigious event will be the first of its kind in Australia to recognise the high level of excellence within the retirement village industry and limited partnership opportunities exist.

Designed to encourage innovation, best business practice and leadership in all facets of operation in our rapidly growing industry, the **2010 RVA National Business Excellence Awards** presents the ideal platform to showcase your company's commitment to some of Australia's ultimate success stories within the Retirement Village Industry.

With an expected attendance of 500 representatives from all regions of Australia, the benefits of becoming a founding partner in this inaugural event will be unrivalled by any other.

To be held in Melbourne on Friday 10 March 2010, this gala black-tie evening is destined to become one of the pinnacle events on all members and corporate partners' calendar's, associated with the Retirement Village Association. .

We believe the limited range of Partnership Packages will be in high demand, and have outlined a variety of options in this prospectus, or a package can be tailor made to suit your needs.

15 categories will be contested with national exposure assured for all winners and finalists in the areas of:

- Design
- Sustainability
- Business Practice
- Innovation
- Providing a Service and/or Product
- Customer Service
- Individual Award - Outstanding Contribution
- Longevity in Business

The **2010 RVA National Business Excellence Awards** will set high standards for developers, operators and managers of retirement villages and organisations providing services to the retirement village industry in Australia.

I invite you to consider becoming a founding partner in this prestigious event to reap the rewards of increased profile and recognition in one of Australia's fastest growing service sectors.

I look forward to what is promised to be an exciting evening for all those involved in our industry.

Yours Sincerely,



Simon Owen  
President  
Retirement Village Association



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## *The Event*

This national awards program is proposed to recognise excellence, innovation and ethics across the retirement village industry.

These annual awards will be the first of their kind for the retirement village industry. The awards will honour Australia's retirement village industry leaders through the acknowledgment of innovative business practices, design, environmental sustainability, leadership, community contribution and overall business success.

The awards will recognise the important social and environmental contributions made by village operators through best practice standards of service, commitment to their residents and ethical practices and behaviour.



## *RVA Awards Gala Dinner Destination*

Melbourne, Victoria



## *Event Managers*

ICMS Pty Ltd has been appointed as Event Managers for the RVA Awards Gala Dinner. ICMS brings many years experience in the management and promotion of conferences, exhibitions and events.

ICMS Pty Ltd  
84 Queensbridge St  
Southbank VIC 3006  
Phone: +61 3 9682 0244  
Fax: +61 3 9682 0288  
Email: [rvaawards2009@icms.com.au](mailto:rvaawards2009@icms.com.au)



## Benefits for our Partners

Partnership with the 2010 RVA National Business Excellence Awards will provide a unique opportunity for you to promote and showcase your products and services to a targeted and influential group.

Your organisation will have the opportunity to network and communicate with over 500 representatives from all regions of Australia.

Partnership is an ideal way to prominently position your organisation as a key player in the industry and to increase the recognition of your brand. The following Partnership packages have been designed to offer a range of benefits and tailored packages that best suits your organisation's marketing objectives.

Your support of the 2010 RVA National Business Excellence Awards will align the excellence of your company's products and services with the excellence and quality of the best performing operators and service providers of the industry.

## Awards for Excellence

Award for excellence in design of or within a retirement village - more than three (3) years old

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Award for excellence in design of or within a retirement village - new development less than three (3) years old

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Award for excellence in design of a refurbishment within a retirement village

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Award for excellence in landscape design of a retirement village

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Award for excellence in water resource management in a retirement village

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Award for excellence in energy resource efficiency in a retirement village

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Award for excellence in best practices in environmental sustainable management in a retirement village

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Award for excellence in marketing and promotion of a retirement village(s)

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Award for excellence in training and professional development

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Award for excellence in business best practice within an accredited village or by a group owner operator responsible for multiple accredited RVA member villages

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Award for excellence in innovation in a retirement village. For example:

- Introduction of a new product or service
  - Introduction of a new process
  - Introduction of a new management or organisational system
  - Installation of major new capital equipment
  - Investment in research and development
  - Upgrading the skill level of your employees
  - Development of a new environmental benchmark, technique or practice
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Award for excellence in providing a service and/or product to the retirement village industry

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Award for excellence in customer service

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Individual award for outstanding contribution

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Longevity in business award

This award will recognise those businesses currently operating that have been providing retirement village services continuously for twenty (20) years or more by the same owner

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## Partnership Opportunities

### PLATINUM PARTNER \$44,000

Limited to one organisation

Platinum Partnership offers your company exclusive marketing opportunities. The benefits of the Platinum Partnership package for your company include:

- Naming rights to the RVA Business Excellence Awards
- Gold Corporate Partnership with the RVA (valued at \$20,000)
  - Your organisation's Corporate Profile on the RVA Website
  - Acknowledgement in the Annual RVA Year book
  - Update reports on advocacy Research issues
  - Five invitations to the MacroPlan Workshops
  - Two invitations to the CEO's Forum
  - One database mail - out per year
  - Opportunity to provide contributions for the RVA weekly News Monitor
- Acknowledgment as a Platinum Partner during the Awards Gala Dinner
- Opportunity to present a short (5 minute) address to guests during the Awards Gala Dinner
- Full Page A4 Colour advertisement in the RVA Awards Application Brochure (to be provided by Partner and placement at the discretion of the Committee, subject to deadlines)
- Full page A4 Colour advertisement in the RVA Awards commemorative book
- Your Corporate Profile of up to 100 words will be included in the RVA Awards Program (to be provided by Partner and subject to committee approval)
- Your company will have prominent display of your banner on stage during the RVA Awards
- Logo on all RVA Awards promotional material and on the website (subject to deadlines)
- A VIP Table of 10 at the RVA Awards Gala Dinner
- Display of Company logo on Opening slide throughout the RVA Awards Gala Dinner
- One Table top exhibition Space at the RVA Awards
- Two Gift Bag Inserts (to be provided by Partner at own cost and subject to Committee approval)
- First right of refusal for the RVA National Conference
- National Associate Membership/ or the equivalent value of \$2,600 towards the membership fees for July 2010 – June 2011
- Company Name on each winners and finalists trophy and certificate

## Partnership Opportunities

### Award for Excellence \$18,500

Limited to one organisation per Award

- Exclusive Naming Rights to an RVA Award
- Presentation of award to recipient bearing your Company's logo
- Logo on all RVA Awards promotional material and on the website (subject to deadlines)
- Your Corporate Profile of up to 50 words will be included in the RVA Awards Commemorative Book (to be provided by Partner and subject to committee approval)
- Two VIP Tickets to the RVA Awards Gala Dinner
- Acknowledgment in the RVA Awards Application Brochure
- Display of Company logo on Opening slide throughout the RVA Awards Gala Dinner
- Acknowledgment on all printed material, website and signage (subject to deadlines)
- One table top exhibition space at the RVA Awards
- One Gift Bag insert (to be provided by Partner at own cost and subject to Committee approval)

### RVA Awards

#### Commemorative Book

The RVA is producing an Awards Commemorative book to be circulated to all members of RVA, government bodies and stakeholders and will summarise the Award winners and finalists and all organisations that participated in the inaugural 2010 RVA National Business Excellence Awards.

This book will, for the first time, showcase the leaders and industry best practice to a wider audience in and out of the retirement village industry. It will be a valuable marketing tool for all winners, finalists and the RVA Awards Partners.

### RVA AWARDS GIFT BAG \$3,000

- Exclusive partnership of the RVA Awards Gift Bag to be given to all attendees at the RVA Awards Gala Dinner
- Display of Organisation Logo next to the RVA Logo on the front of the Gift bag
- Two Gift Bag Inserts (to be provided by Partner at own cost and subject to Committee approval)

### GIFT BAG INSERT \$500

- Gift Bag Inserts are a popular Partnership Item and an easy way for you to gain exposure to all attendees of the RVA National Business Excellence Awards. A copy of the insert is to be provided for approval by the Committee

### CORPORATE GIFT \$POA

- The Opportunity to expose your company to all attendees at the RVA Awards Gala Dinner by having your logo exclusively branded on a corporate gift to be inserted into each of the RVA Gift Bags. Items vary from USB memory sticks/ business card holders / key rings etc.

### EXHIBITION SPACE \$1,000

A Table Top Exhibition will be set up in the pre function area. The exhibition is a great way for you to showcase your organisation to the attendees at the RVA awards. As an exhibitor you will be entitled to;

- An exhibition table top
- 2 Complimentary exhibitor passes
- Acknowledgement in the RVA Business Excellence Awards Commemorative booklet

### OTHER OPPORTUNITIES

The RVA Organising Committee is committed to working with you to develop a package which delivers maximum benefit and exposure for you at RVA National Business Excellence Awards. If these Partnership Opportunities do not meet your requirements, but you would like to support the RVA Awards, please do not hesitate to contact the Event Managers, who will tailor a package, in conjunction with the Committee, to suit your needs.



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## Partnership Applications & Conditions

- Applications must be received on the Official Application Contract Forms. A Tax Invoice will be issued upon receipt of this application form. The Application Form is located at the back of this prospectus
- Full payment must be made within 30 days from date of invoice
- Partnership will not be assigned without a signed application and full payment upon receipt of invoice
- The Organisers reserve the right, at their total discretion, to decline any application
- Payment can be made via cheque, bank transfer and credit card. Please note credit cards will incur a 4.5% surcharge on AMEX and Diners and 3.5% on Visa and Mastercard
- If the full payment is not received, the Conference Organiser has the right to review the commitment and withdraw the application
- A cancellation policy is applicable; please refer to the policy below

### Cancellation Policy

In exceptional circumstances, the Organisers will be prepared to consider cancellation of their Contract with Partners and Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the Organisers are able to re-sell the cancelled partnership or exhibition in its entirety
- That the reason given for the request of the cancellations is, in the opinion of the Organisers, well founded
- That the Partner agrees that the Organisers shall retain 50% of the contract price if the cancellation is accepted between twelve and three months prior to the Awards Event and 100% of the contract price if the cancellation is accepted within three months of the Awards Event.

### Payment Details & Further Information

To confirm your participation as a Partner or Exhibitor or to request further information, please return the enclosed application form to:



RVA National Business Excellence Awards  
C/- ICMS Pty Ltd  
84 Queensbridge St  
Southbank VIC 3006  
Phone: + 61 3 9682 0244  
Fax: + 61 3 9682 0288  
Email: rvaawards2009@icms.com.au

**2010 RVA National Business Excellence Awards Partnership Application Form**

FAX BACK TO + 61 3 9682 0288.  
 Note: A Tax Invoice will be issued upon receipt of this application form.  
 ABN 64 007 041 723



Organisation Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_

*Partnership Opportunities*

We confirm the following Partnership items.  
 All amounts are inclusive of GST.

Partnership Item	Value	✓
Platinum Partner	\$44,000	
Award for Excellence (Please list below)	\$18,500	
RVA Awards Gift Bag	\$3,000	
Gift Bag Insert	\$500	
Corporate Gift	\$POA	
Table Top Exhibition	\$1,000	

**Award for Excellence** Please list in order of preference:

1: \_\_\_\_\_  
 2: \_\_\_\_\_  
 3: \_\_\_\_\_

**Partnership Total Amount Due** \$ \_\_\_\_\_

I/We are authorised to sign documents on behalf of the company and I/we acknowledge that I/we have read the rules and regulations governing the Partnership and will comply with them in full.

\_\_\_\_\_  
 Name Signature Application Date

**Payment Details**

Please contact the Event Manager for all payment details and conditions. Full payment is required within 30 days from the date of the Tax invoice. A Tax invoice will be issued upon receipt of application

**TT, Credit Card & EFT payments**

Please contact the Conference Organiser, ICMS on +61 3 9682 0244 for TT & EFT details. Please note that credit cards will incur a 4.5% surcharge on AMEX and Diners and 3.5% on Visa and Mastercard

**Cheques**

Please make all cheques/drafts payable to **RVA National Business Excellence Awards** and send to the Event Manager:  
 RVA National Business Excellence Awards  
 ICMS Pty Ltd 84 Queensbridge Street  
 Southbank VIC 3006 Australia  
 Phone: +61 3 9682 0244  
 Fax: +61 3 9682 0288  
 Email: rvaawards2009@icms.com.au



[www.rvaawards.com.au](http://www.rvaawards.com.au)