

Doing Business Better

*The benefits of becoming
a LASA Affiliate*



LASA
LEADING AGE SERVICES
AUSTRALIA

The voice of aged care

LASA'S purpose

LASA is the **national peak body** representing and supporting providers of age services across:

- Residential care
- Home care
- Retirement living
- Seniors housing

Our **purpose** is to enable a high performing, respected, and sustainable age services industry delivering accessible, affordable, quality care and services for older Australians.

We **represent** our Members by advocating their views on issues of importance, and influencing public policy for the benefit of our industry and older Australians.

We **support** our Members by providing information, services, training and events that enhance their performance and sustainability.

Our industry experienced and dedicated staff have strong **relationships** with our Members, providing practical and timely support — available on the ground or just a phone call away.

We are dedicated to delivering leadership and support to our Members in a time of unprecedented change in our industry.



About LASA

We represent providers of age services of all types and sizes located across Australia's metropolitan, regional and rural areas.

Consistent with the overall industry profile, 57% of our Members are not-for-profit providers, 33% are for-profit providers and 10% are government providers.

Our diverse and representative membership gives LASA the ability to speak with credibility and authority on issues of importance to older Australians and the age services industry.

LASA Affiliate Offer

Becoming a LASA Affiliate clearly demonstrates acknowledgement of, and support for, the critical role played by the age services industry in caring for ageing Australians. Our Affiliates receive a wide range of benefits, tailored to meet individual and specific business needs.

An affiliate relationship will strengthen and expand your business position and introduce you to an increasing number of industry client networks, maximising industry exposure by way of our regular and well attended events, social media and publications.

Being a LASA Affiliate gives you access to...



Industry news and information

- Weekly LASA eNews to more than 3000 recipients on reforms, legislative updates, innovation, research and upcoming events.
- Subscription to *Fusion* Magazine, our quarterly flagship publication distributed in hardcopy and online to a combined 14,000 recipients.



LASA expertise

- Across Residential Care, Community Care, Retirement Living & Seniors Housing, Policy



Discounts

- Equivalent discounts as LASA Members to Events, Conferences, Workshops & Training:
 - Save between \$100 to \$400 on delegate registration fees to LASA events
- Access to discounts and priority purchase for Sponsorship & Exhibition opportunities across events
 - Member discount on Exhibition Space
 - \$1000 on LASA National Congress Exhibition Booth
 - \$400 on LASA State Conference Exhibition Booth
 - Member discount on Sponsorship Packages
 - Save \$3,000 on packages over \$15,000
 - Save \$2,000 on packages over \$10,000
 - Save \$1,500 on packages over \$5,000
 - Save \$5,000 on packages over \$2,000
- Member Discount on Electronic Advertising
 - Save between \$400 to \$1600 on electronic advertising



Industry Exposure

- Affiliate Directory Listing on LASA Website
- Use of LASA Affiliate Member Logo
- Access to LASA Member Only Events
- Opportunities to share expertise with industry, provide editorial content for publications, expertise for workshops and possible speaking opportunities at events.
- Opportunity to participate in LASA PurchasePOWER*

* Conditions apply.



When you are a LASA Affiliate you will...



Be seen

Promote your products and services through various channels, including LASA events, newsletters, conference programs, periodicals, brochures and our website.



Be found

LASA connects your products and services direct to our Members through our online services directory. This directory provides a one-stop shop for Members to access products and services they need, whilst providing your company with the opportunity to showcase your offerings and provide discounts and promotions direct to LASA Members.



When you are a LASA Affiliate you will...

Pricing
LASA Affiliate membership is subject to annual fee of **\$1,500 + GST** per financial year.



Be an expert

LASA Affiliates are invited to submit content for consideration in our publications and have opportunities to speak at LASA events as an authority on relevant industry topics.



Be informed

LASA Affiliates receive regular enews communication that will help you stay informed about Australia's age services industry.



Not yet a LASA Affiliate?

Contact us now to do business better in the age services industry.

 1300 111 636

 affiliates@lasa.asn.au

 lasa.asn.au



LASA

**LEADING AGE SERVICES
AUSTRALIA**

The voice of aged care

*A strong voice and a helping hand
for all providers of age services*