



Become a LASA Affiliate

A better way to do business





About LASA

Leading Age Services Australia (LASA) is the national association for all providers of age services across residential care, home care and retirement living/ seniors housing.

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, 56% of our Members are not-for-profit providers, 36% are for-profit providers and 8% are public 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.

Our Values

Passion

We strive to make a positive difference in the lives of older Australians by meeting the needs of our Members to the best of our abilities.

Integrity

We always act honestly and ethically and we consistently meet the standards we set and the commitments we make.

Excellence

We always do our best and seek to continuously improve in how we meet the needs and expectations of our Members.

Daring

We are open to new ideas, take calculated risks, and are not afraid to speak up on issues of importance.

Respect

We value diversity, the rights and views of others, and our conduct is always polite, considerate and professional.

Our Purpose

Our purpose is to enable high performing, respected and sustainable age services that support older Australians to age well by providing care, support and accommodation with quality, safety and compassion—always.



Partner with Us

Our Affiliate program is a partnership between LASA and businesses that have an interest in the age services industry. Our Affiliates receive a wide range of benefits, tailored to meet your goals and specific business needs.

An Affiliate relationship will strengthen and expand your business position and introduce you to an increasing number of client networks, maximising exposure within the age services industry.

Our Affiliates are given many platforms to promote their business to our Members through our regular and well attended events, print and online publications, website and social media channels.

Join hundreds of Australian businesses that have already signed up to this outstanding offer, and help contribute to a better ageing future for all older Australians.



Optimise your Business

LASA Affiliate membership demonstrates your support for the critical role of caring for ageing Australians and helps you optimise your business opportunities within the age services industry. The annual fee¹ helps give our Affiliates the edge by:

- Maximising your exposure within the age services industry
- Expanding your business position through increased opportunities
- Directly promoting your business to a well-defined market
- Offering your expertise and insight for the benefit of the age services industry
- Visibly supporting a better ageing future for all Australians

¹ \$1,500 + GST payable on a financial year basis (prorata from July onwards).



Maximise industry exposure



Expand your business position



Promote your business



Offer your expertise



Support a better ageing future





Access Industry News and Information

Receive industry news and information to maximise your understanding of the age services industry and improve your reach.

- Our fortnightly LASA eNews reaches more than 3,000 recipients. With news about reforms, legislative updates, innovation, research and upcoming events, it will help you stay up-to-date. Find out how you can be involved.
- Our quarterly flagship publication *Fusion*—the voice of aged care—is distributed online and in print to more than 13,000 recipients. We welcome contributions from Members and Affiliates in our magazine.

Save with Discounts

As a valued LASA Affiliate, you will be eligible for discounts and priority purchase on events, exhibition, sponsorship and advertising fees. LASA events are well supported, with more than 9,500 people attending our events in the 2018-19 financial year.

- Save \$100 to \$400 on delegate registration fees to LASA events (conferences, workshops and training).
- Access Affiliate discounts and for exhibition opportunities across LASA events:
 - \$1,000 on LASA National Congress Exhibition Booth
 - \$500 on LASA State Conference Exhibition Booth
- Access Affiliate discounts 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



Be seen in LASA's Affiliate Directory

LASA connects your products and services direct to our Members through our online Affiliate Directory listing on our website (www.lasa.asn.au/affiliates/services-directory). This directory provides a one-stop shop for Members to access products and services they need, while providing your business the opportunity to showcase your offerings and provide discounts and promotions.

Expand your Reach

Increase your profile and expand your reach with the following opportunities:

- Use of LASA Affiliate logo.
- Access to LASA Member-only events.
- Promotion of products and services through LASA events, newsletters, conference programs, publications and the LASA Affiliate Directory.
- LASA Affiliates are invited to speak at LASA events as an authority on relevant industry topics.

LASA Centre for Workforce Development & Innovation

LASA Centre for Workforce Development & Innovation brings together Member programs and support services across accredited training, professional development, leadership education and mentoring programs, workplace support, as well as LASA's Next Gen and *innovAGEING* initiatives. The Centre harnesses the subject matter expertise of LASA, our delivery partners and our Members into a single, coordinated and focused approach with a shared objective of building the capacity and capability of the age services industry. Through the Centre we can foster the skills, knowledge, capability, supports and confidence required to provide respectful, safe and high quality care for older Australians—always.

- As a valued LASA Affiliate, you are welcome to collaborate with the Centre as subject matter experts, corporate partners or sponsors.



Join us

Contact us to find out more about our Affiliate program.

 1300 111 636

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 lasa.asn.au

 @LASANational

 Leading Age Services Australia

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



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AUSTRALIA

The voice of aged care