



Why become an ATFA Patron Member?

The Australian timber flooring association (ATFA) is the peak industry body for timber flooring in Australia. As an **ATFA Patron Member** your business will enjoy great promotional opportunities and gain exposure to a targeted, engaged audience covering all sectors of the timber flooring industry.

ATFA is a professionally staffed operation with a CEO, Technical Manager and a Marketing Coordinator, all working to increase the quality and professionalism of the timber flooring industry in Australia.

Some of the many services and benefits that ATFA provides to its members are:

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| • The Timber Flooring Guidelines maintained and updated by ATFA | • Quarterly glossy Timber Floors Magazine and regular electronic bulletins |
| • Supply of the NEW Problems, Cures and Remedial Measures technical manual. | • The Annual ATFA Timber Flooring Convention |
| • National draft contract, contract variation, quote and invoice forms | • WH&S Compliance assistance and Industrial Relations assistance |
| • The respected Floor Inspection Service with accredited inspectors | • In-house training services |
| • The highly successful ATFA website, heavily utilised by the public and contractors | • Our recognised contractor accreditation system |
| • Marketing of members via our website, brochures and media | • The ATFA Timber Accreditation Scheme for producers |
| • Apprenticeship assistance | • Technical information from our technical and environmental standing committees |
| • Insurance tailored to suit our industry and at competitive prices | • Invaluable information sheets |
| • Information hotlines for members | • Training in coating, adhesives, engineered floors and timber technology |
| • Installation and finishing schools | • Continuing Industry research |
| • Constant technical support | • A dynamic, nationally appointed Board of Directors |
| • Government liaison | • ATFA is a Company Limited by Guarantee providing greater strength to our members. |

Additional Patron Member Benefits

In addition to the benefits of membership, ATFA Patron Members enjoy excellent **promotional and brand exposure opportunities**. ATFA Patron Members also have the opportunity to demonstrate and promote commitment to the Timber Flooring Industry's growth professionalism.

Additional benefits that are available to ATFA Patron Members (dependent on status level) are*:

Use of the **ATFA** logo on company literature and promotional materials

Elevation of the company in the *Find a Member* section of the website

Status recognition of the company in the *ATFA Annual Report*

In-house training by ATFA Technical Manager

Four email broadcasts per year to notify ATFA database of new products

Literature promotion of the company and its products/ services at **ATFA** run industry events conducted in neutral venues

Inclusion of one A4 page or one folded A5 brochure in one **ATFA** member mail out per membership period

Member glass engraved plaque for display

Capacity to promote business as an *ATFA Patron Member*

Company logo featured on the **ATFA** electronic bulletin, distributed every 6 weeks

Company Profile web page (A4 equivalent) in *Patron Members* feature section of **ATFA** website

New product promotion web page (A4 equivalent) in conjunction with Company Profile page, regularly updateable

Company logo featured on **ATFA** website home page and subsequent main pages hyperlinked directly to company's website

Company or product promotional video on the **ATFA** website (4 minute maximum) which can be changed every two months

One free place at a one-day **ATFA** workshop of company choice

Reduced fees when participating in the **ATFA** Timber Accreditation Scheme

*Please refer to the ATFA Patron Member Levels table below for complete details of privileges associated with each status level.

ATFA Patron Member levels

Blue Status \$929.50

Bronze Status \$3129.50

Silver Status \$5879.50

Gold Status \$11000.00

Platinum Status \$16500.00

Inclusive of GST

To find out more about patron membership contact us.

Phone 1300 36 1693 Fax 1300 36 1793 Email admin@atfa.com.au

In order to provide a return to Patron Members for their valuable contribution, the following structure is in place to suitably acknowledge the investment for each level.

PATRON MEMBER LEVELS					
Status Levels	Blue	Bronze	Silver	Gold	Platinum
Member benefits					
Use of the ATFA logo on company literature and promotional materials	■	■	■	■	■
Elevation of the company in the <i>Find a Member</i> section of the website	■	■	■	■	■
Status recognition of the company in the <i>ATFA Annual Report</i>	■	■	■	■	■
Literature promotion of the company and its products/ services at ATFA run industry events conducted in neutral venues		■	■	■	■
In-house training by ATFA Technical Manager (member to provide venue, materials and other requirements)				■ 1 day	■ 2 days
Four email broadcasts per year to notify ATFA database of new products.	■	■	■	■	■
Inclusion of one A4 page or one folded A5 brochure in one ATFA member mail out per membership period		■	■	■	■
Member glass engraved plaque for display		■	■	■	■
Capacity to promote business as an <i>ATFA Blue Patron Member</i>	■				
Capacity to promote business as an <i>ATFA Bronze Patron Member</i>		■			
Capacity to promote business as an <i>ATFA Silver Patron Member</i>			■		
Capacity to promote business as an <i>ATFA Gold Patron Member</i>				■	
Capacity to promote business as an <i>ATFA Platinum Patron Member</i>					■
Company logo featured on the ATFA electronic bulletin			■	■	■
Company Profile web page (A4 equivalent) in <i>Patron Members</i> feature section of ATFA website			■	■	■
New product promotion web page (A4 equivalent) in conjunction with Company Profile page regularly updateable				■	■
Company logo featured on ATFA website home page and subsequent main pages hyperlinked directly to company's website				■	■
Company or product promotional video on the ATFA website (4 minute maximum) which can be changed every two months					■
One free place at a one-day ATFA workshop of company choice					■

Disclaimer: Recognition as a Patron Member is by virtue of the financial contribution made according to the status level. As such, the the Australian Timber Flooring Association (ATFA) actively promotes its Patron Members, however, it (ATFA) bares no responsibility for work undertaken by a member, or for any claims, losses, costs and damages, insolvency, breach of contract or negligence resulting from work or commerce conducted by a member business. As a result of being an ATFA member or a Patron Member, there is no joint venture or partnership created between the member and ATFA.