

2024



OPTICAL
DISPENSERS
AUSTRALIA



PARTNERSHIP PROPOSAL

Thank you for your consideration in becoming a partner with Optical Dispensers Australia (ODA) in 2024.

This is an exceptional opportunity for your organisation to attain a high profile in the Optical Dispensing profession.

With a focus on genuinely beneficial partnerships, Optical Dispensers Australia offers our Partners the opportunity to engage with and build brand awareness with our members. By being a consistent and present body within our industry and offering your knowledge and expertise to our members, it allows for the development of strong industry relationships leading to a stronger, more connected and more knowledgeable industry.

Your partnership is one of the greatest keys to our success and ensures our members have access to the knowledge, products and skills needed to make them exceptional Optical Dispensers.



OUR VISION

To become the number one resource in Australia for Optical Dispensers and their Associates for support, growth and inspiration.



ABOUT ODA

Optical Dispensers Australia (ODA) is Australia's peak support body for the optical dispensing profession. The ODA community is made up of real everyday people who work as or alongside optical dispensers. Our members all have different levels of experience but have one very important thing in common, a desire to be the best they can be in a profession that requires a variety of skills. Empowering our community of optical dispensers through knowledge, networking and development is important to us and working collectively with industry partners is what makes this possible.

OUR MISSION

Optical Dispensers Australia was founded by passion with one main objective in mind: To transform the Optical Dispensing profession by creating a community where Optical Dispensers and their Associates can feel supported and inspired. We are committed to professional excellence and ensuring the Optical Dispensing profession reaches its full potential. We provide a place for members to share and gain knowledge and ideas, to build a network with like-minded industry peers, to access current industry resources and to seek work-based support.

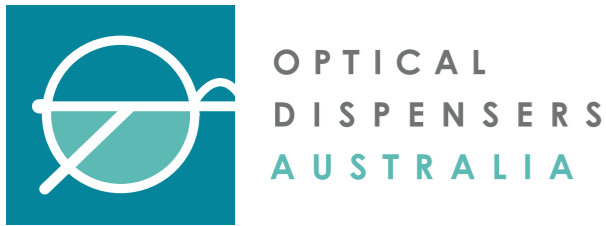
ODA PARTNERSHIP PACKAGES

Optical Dispensers Australia Partnerships offer a series of national level benefits that will help represent you as an industry leader. The range of packages available meet every budget, and are all designed to help you connect with our members. If you would like something that is more customised to help you achieve your business goals, we can offer flexibility and would be happy to discuss this with you.

Our Partnership levels are detailed here. Each one has been tailored to provide significant mutual value based on the level of investment. We look forward to working with you and welcoming your organisation as Optical Dispensers Australia newest Partner.



THE PERKS	PLATINUM	DIAMOND	GOLD	SILVER
Use of the ODA logo	✓	✓	✓	✓
Host a members CPD webinar (up to 1 hour)	✓	✓	✓	–
One promotional product or printed advertising insert into the ODA yearly member pack	✓	✓	✓	✓
Number of electronic direct marketing (EDM) to ODA database promoting your organisation, product or service	4	1	–	–
Your logo on the Partners banner at industry events	✓	✓	✓	✓
Your logo at the bottom of the ODA Today e-newsletter	✓	✓	–	–
Your logo on the ODA website footer and partners page	✓	✓	✓	✓
Number of social media posts on ODA channels	4	2	1	–
Speaking opportunity at The ODA Conference / The ODA Mini Conference (held alternate years)	✓	✓	✓	–
Number of complimentary tickets to The ODA Conference / The ODA Mini Conference (held alternate years)	4	3	2	2
Complimentary trade table at The ODA Biennial Conference	✓	✓	–	–
First rights priority for ODA Conferences and Gala sponsorship opportunities	✓	✓	✓	✓
Complimentary classic listings on the ODA Jobs Board	Unlimited	Unlimited	Unlimited	Unlimited
Number of complimentary jobs board featured add-ons	6	4	2	–
Number of complimentary ODA Today EDM newsletter featured job add-ons	2	1	–	–
Complimentary sponsored ad banner in the ODA Today monthly EDM newsletter	2	–	–	–
Obtain industry feedback through one tailored direct targeted survey	✓	✓	✓	–
Contribution of an exclusive ODA Member reward offer	✓	✓	✓	✓
Number of complimentary ODA memberships for your company representatives	10	6	4	2
	\$16,500 (incl. GST)	\$12,500 (incl. GST)	\$8,500 (incl. GST)	\$4,500 (incl. GST)



TERMS AND CONDITIONS OF PARTNERSHIP AGREEMENT

The organisation has agreed to partner with Optical Dispensers Australia Pty Ltd (ODA), in the form of a monetary sponsorship fee, covering the duration of 12 months from the date of signing. ODA agrees to provide the Partner with the benefits set out in their agreement.

OPERATIVE PROVISIONS

1. DEFINITIONS AND INTERPRETATION

“Sponsorship Fee” means the contribution amount set out in the Partnership Package.

“Partnership Package” means the Partnership Package as presented by Optical Dispensers Australia Pty Ltd.

“Partner” means the organisation / party entering into the agreement and paying the sponsorship fee.

2. SPONSORSHIP FEE

2.1 The Partner will pay ODA the sponsorship fee. ODA will issue a tax invoice for the sponsorship fee to the Partner at the specified time. The Partner must pay the sponsorship fee within 14 days of the date of the invoice from ODA.

2.2 Platinum, Diamond, Gold and Silver Partnership agreements will automatically renew for a further 12 months upon completion of the current agreement period. The Partner will receive a renewal pack within the final month of the current partnership.

The sponsorship fee must be paid 14 days prior to the beginning of the renewed period. If the Partner chooses not to renew, they must notify ODA in writing, in which case the agreement will expire at the end of the current agreement period.

3. SPONSORSHIP BENEFITS AND OBLIGATIONS

3.1 In consideration of the payment of the sponsorship fee by the Partner, ODA grants the Partner the non-exclusive sponsorship rights contained within the Partnership Package.

3.2 The Partner will act at all times in a manner which is consistent with the good name, goodwill and reputation of ODA.

3.3 The Partner must keep information confidential and not use it for any other purpose other than the performance of this agreement and must not disclose any information provided by ODA to the Partner which is identified as, by its nature is or would be reasonably considered as confidential.

3.4 Nothing in this agreement creates any relationship of employment, agency, shareholdings or legal partnership. This agreement contains the entire agreement and may only be varied in writing. It is governed by the law of NSW. A waiver of an obligation by a party is not a waiver of any other obligation.

3.5 ODA may alter the benefits outlined in the Partnership Package for any reason throughout the duration of the 12 month agreement period. If this should occur, the Partner will be offered an alternative benefit of similar value or interest.

3.6 ODA may cancel or postpone any event at its discretion in which case ODA and the Partner will endeavour to develop an event of the same or similar value that is suitable to both parties to replace the cancelled event but no refund will be made.

3.7 ODA reserves the right to cancel the partnership at any time, should the Partner act in a way that is not in-line with ODA objectives. If this should occur, the Partner will be notified in writing and no refund will be payable.

3.8 If the Partner chooses to not use or participate in any benefits covered in their Partnership Package, no discounts or refunds will be allowed.

3.9 Any un-used benefits will expire after the 12 month agreement period.

4. USE OF LOGO AND INTELLECTUAL PROPERTY RIGHTS

4.1 The Partner will provide ODA with a copy of its logo or trademark in the form required by ODA for the purposes of this agreement. ODA will only use any logo or trademark provided by the Partner for the purposes of this agreement.

4.2 The Partner warrants that it has full power and authority to provide its logo or trademark as provided to ODA under this agreement.

4.3 The Partner agrees to indemnify and keep indemnified ODA against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by ODA of the Sponsor's logo or trademark under this agreement, including but not limited to any claims in respect of any infringement of any third party intellectual property rights.

4.4 Nothing in this agreement constitutes a grant or creates to or in favour of a party any goodwill or proprietary right in or relation to the other party or any of the other party's intellectual property, including but not limited to the other party's logo or trademarks.

4.5 Each party agrees not to take any action which may damage the validity or value of the other party's name, corporate logo or other identifying mark in connection with performance of this agreement.

5. TERMINATION AND CANCELLATION

5.1 ODA may terminate this agreement immediately on written notice to the Partner, if the Partner fails to pay the sponsorship fee to ODA in accordance with the payment provisions of this agreement;

5.2 Either party may terminate this agreement if:

(a) the other party commits a breach of any provision of this agreement and such breach is not rectified within 7 days after receipt of written notice from the first party requiring the breach to be remedied;

(b) one party commits any act or behaves in any manner, which in the reasonable opinion of the other party, brings the first party into disrepute; or

(c) one party becomes or threatens to become, or in the reasonable opinion of the other party is in jeopardy of becoming, subject to any form of insolvency administration.

5.3 The Partner will not be entitled to any refund of the sponsorship fee if the Partner terminates this agreement other than in accordance with clause 5.2

6. CONFIDENTIALITY AND PRIVACY

6.1 The partner must keep information confidential and not use it for any other purpose other than the performance of this agreement and must not disclose any information provided by ODA to the partner which is identified as, by its nature is or would be reasonably considered as confidential.

6.2 Personal information collected by ODA is used for the purpose of providing members with information about the range of membership services and benefits available. We may also use personal information to keep members informed of the events, industry news and resources and to provide promotional and marketing material about our products and services. To provide the

range of membership services and benefits available, we may need to provide individual membership details and information to our related entities and partners. This is in line with our 'Privacy Policy' and no information will be shared for purposes other than membership benefits.

6.3 Other than the information identified in (6.2) the ODA database of member information will not be given to any third party, including but also not limited to, ODA corporate partners. Where a partner needs to communicate with members for the purposes of partner benefits, ODA will conduct the communication internally on the partners behalf. No private information will be shared for the purposes of marketing, surveys or recruitment.

7. PARTNERSHIP BENEFITS DEFINITIONS

7.1 Use of the ODA logo: The partner may only reproduce and use the ODA logo as outlined in the Logo Brand Use document. Failure to follow the guidelines may result in a copyright breach and / or agreement termination.

7.2 Host a members CPD webinar (up to 1 hour): The webinar must be of a mutually agreeable, educational topic and will be set at a mutually agreeable date and time. ODA holds no responsibility over the number of participants.

7.3 One promotional product or printed advertising insert into the ODA yearly members pack: The product or print material is to be produced by the Partner and delivered to ODA. ODA will begin distribution once received and will continue to insert until the end of the agreement period or until stock runs out.

7.4 Number of electronic direct marketing (EDM) to ODA database promoting your organisation, product or service: The number is the total number of EDMs allowable

throughout the agreement period. The EDM is to be produced by the Partner and approved by the ODA Communications Manager. ODA cannot provide the partner with contact information or personal details of the recipients. Not to be recruitment related.

7.5 Your logo on the partners banner at industry events: The size and placement of the banner and logo will vary depending on the event.

7.6 Your logo at the bottom of the ODA Today monthly EDM newsletter: Partner logo to be placed in the footer of the digital newsletter.

7.7 Number of social media posts on ODA Instagram and Facebook: The number is the total number of social media posts allowable throughout the agreement period. All posts must be first approved by the ODA Communications Manager and align with the ODA branding guidelines. Not to be recruitment related.

7.8 Your logo on the ODA website home page: Partner logo to be displayed until the expiration of the agreement period.

7.9 Your logo on the ODA website footer and partners page: Partner logo to be displayed until the expiration of the agreement period. Placement of logo will vary depending on the level of partnership.

7.10 A complimentary ODA Today Newsletter EDM banner ad. To be placed in the month of the partner's choosing. Preference of position within the EDM not available. Exclusions apply.

7.11 Speaking opportunity at The ODA Conference or The ODA Mini Conference (held alternate years): Must be a mutually agreeable topic. Only available at an ODA organised and hosted conference. Does not apply to co-hosted events.

7.12 Number of complimentary tickets to ODA conferences: The number is the

total number of complimentary tickets allowable throughout the agreement period. Includes the ODA conference and / or mini conference. Does not apply to co-hosted events. Exclusions apply.

7.13 Complimentary trade table at The ODA Biennial Conference: Includes a trestle table in the trade area at The ODA Conference and. Location and preference of table cannot be guaranteed and is subject to availability. Does not apply at co-hosted events. Excludes exhibition spaces.

7.14 First rights priority for ODA Conferences and Gala sponsorship opportunities: Partners to be sent sponsorship opportunities before being offered to the wider industry on a given date. Priority will be given in order of response. There is no guarantee that the partners chosen sponsorship will be available at the time of their response.

7.15 Complimentary classic listings on the ODA jobs board: Jobs must be optical affiliated positions and excludes roles for optometrists. Listings will expire and be removed after 60 days. The listing employer is responsible for notifying ODA if a position has been filled. ODA is not responsible for fulfillment outcomes and will not be involved in the recruitment process to fulfill a position. The partner must provide all job listing information in the set format requested by ODA.

7.16 Number of complimentary jobs board featured add-ons: The number is the total number of complimentary jobs board featured add-ons allowable throughout the state page with a highlighted featured background and hyperlinked listing in the monthly ODA TODAY EDM newsletter.

7.17 Number of complimentary ODA TODAY EDM newsletter featured job add-ons: The number is the total number of complimentary ODA TODAY EDM newsletter featured add-ons

allowable throughout the agreement period. Subject to availability as only one allowed per month in its entirety. Job will have priority listing placement for a maximum of 60 days. It will be listed at the top of appropriate state page with a full tile listing in the monthly ODA TODAY EDM newsletter for a single, corresponding month.

7.18 Obtain industry feedback through one tailored direct targeted survey: Topic and content must be approved by ODA. ODA will be the distributor and the receiver of results which will be filtered prior to publishing to ensure the confidentiality of the participants. Participants personal information will not be shared and is in no way available for the partners review or use.

7.19 Contribution of an exclusive ODA Member reward offer: Offer must be approved and align with ODA values and will be advertised on the ODA website.

7.20 Number of complimentary ODA memberships for your company representatives: The number is the total of complimentary memberships allowable throughout the agreement period. Memberships cannot be resold for money. The membership offering is valid for 12 months from the date of the partnership agreement. Memberships are not transferrable for monetary reimbursement and are not transferrable between individuals. No refunds apply for un-used memberships.

END OF TERMS & CONDITIONS

ODA 2024 PARTNERSHIP COMMITMENT FORM



Thank you for your interest in partnering with Optical Dispensers Australia as one of our 2024 Partners. Please fill out the form below and return it to Optical Dispensers Australia at your earliest convenience.

Email: marketing@odamembers.com.au

ORGANISATION INFORMATION

ORGANISATION NAME:

AUSTRALIAN BUSINESS NUMBER (ABN):

POSTAL ADDRESS:

CITY: STATE: POSTCODE:

CONTACT PERSON INFORMATION

CONTACT NAME:

POSITION IN ORGANISATION:

CONTACT PHONE:

CONTACT EMAIL:

YES, our organisation would like to enter into a 12 Month Partnership Agreement with Optical Dispensers Australia Pty Ltd. We have read and agree to the Terms and Conditions outlined in this package.

AUTHORISED PERSON:

AUTHORISED PERSON SIGNATURE:

DATE SIGNED: / /

WE WOULD LIKE TO PARTNER WITH:

PLATINUM

\$16,500
(incl. GST)

DIAMOND

\$12,500
(incl. GST)

GOLD

\$8,500
(incl. GST)

SILVER

\$4,500
(incl. GST)

PAYMENT INFORMATION

Optical Dispensers Australia accepts bank deposit or credit card payments for our Partnership Packages. Please note payments may take several days to be processed by your banking institution. Your Partnership Package will commence on an agreed date once payment has been received and a confirmation email is sent to the Organisation Contact Person provided.

Upon receipt of a signed ODA Partnership Commitment Form, Optical Dispensers Australia will issue you with an invoice for payment. Payment is requested within 14 business days of receipt of the invoice to secure your ODA partnership for 2024.

BANK TRANSFER DETAILS

To pay by bank transfer please use the details below, including the reference provided.

NAME: OPTICAL DISPENSERS AUSTRALIA PTY LTD
BSB: 062-210 ACCOUNT NUMBER: 10459981
REF: PARTNER2024

Please forward your completed ODA Partnership Commitment Form to:
marketing@odamembers.com.au



odamembers.com.au

OPTICAL
DISPENSERS
AUSTRALIA

Optical Dispensers Australia

ABN: 52 651 134 262

1300 OUR ODA
marketing@odamembers.com.au

**CREATED BY DISPENSERS
FOR DISPENSERS**



THANK YOU
FOR CONSIDERING
PARTNERING WITH US



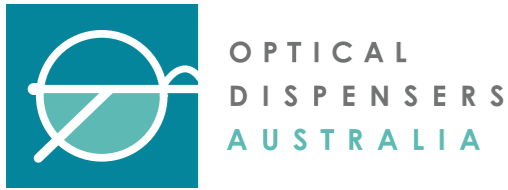
Optical Dispensers Australia

ABN: 52 651 134 262

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marketing@odamembers.com.au

odamembers.com.au





OPTICAL DISPENSERS AUSTRALIA MEMBER BENEFITS

Optical Dispensers Australia (ODA) is Australia's peak support body for the optical dispensing profession.

The ODA community is made up of real everyday people who work as or alongside optical dispensers.

Joining ODA is a decision that will gain you access to a range of exclusive optical dispensing benefits specifically designed to support optical industry professionals. We are 100% committed to helping you thrive on a successful career path by providing you with a range of essential services and resources.

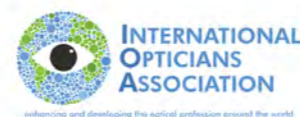
We will keep you informed of everything you need to know as an optical dispensing professional and help you to enhance your knowledge, skills and professionalism.

Enjoy great membership benefits including access to Australia's newest and most comprehensive CPD program for optical dispensers. This along with an array of additional benefits, the networking opportunities and the prospect of career enhancement makes ODA desirable to both Optical Dispensers and Optical Affiliated Employees.

1300 OUR ODA
odamembers.com.au



Join ODA & receive complimentary membership to the International Opticians Association (IOA)*



THE PERKS

AUSTRALIA'S PEAK BODY FOR THE OPTICAL DISPENSING PROFESSION



OPTICAL INDUSTRY AFFILIATE \$190/yr
STUDENT \$99

OPTICAL DISPENSER \$272/yr

Membership to the International Opticians Association (IOA)*

Save on IME business insurance policies with an exclusive ODA Member discount

Save on Medibank health insurance policies with an ODA Member discount

A yearly Perks Package delivered to your door

Show your professionalism with your Members Certificate, Window Sticker & Media Pack assets

Free use of our online dispensing calculators

Gain ODA CPD Points

Opportunity to gain an Industry Currency Certificate

Resource Library access which includes learning material, fact sheets, videos and more

Access easy to follow Health Fund summaries, item code & provider number information

Eligible for the IOA International Optician of the Year Award*

Be part of the ODA National Excellence Awards

Access discounted ODA conference tickets

Free tickets for ALL live ODA CPD webinars

24/7 access to the Webinar Library

10% Discount on all ODA Shop purchases**

Engage with the online Troubleshooting Forum

Network with other like-minded members nation wide

Download free Resume Templates and Interview Tips

Advertise job vacancies for free on the ODA Jobs Board***

Access to the latest industry job opportunities

Download Employee Contracts and Job Descriptions

Access Employment Forms and Awards

Receive industry news straight to your inbox

Get involved in ODA hosted volunteer and community events

Access and support to gain your industry qualification

Be part of the ODA National Excellence Awards

Access discounted ODA conference tickets

Free tickets for SELECTED live ODA CPD webinars

24/7 access to the Webinar Library

10% Discount on all ODA Shop purchases

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Access to the latest industry job opportunities

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Receive industry news straight to your inbox

Get involved in ODA hosted volunteer and community events

*IOA Perks available to Optical Dispenser Members that hold a Cert IV in Optical Dispensing qualification or equivalent.

**Must enter your unique, emailed discount code for discount to apply.

***Limited to 4 classic listings per membership year. Charges apply for additional listings or listing upgrades.