

SUPPLIER PARTNER MEMBERSHIP

ABOUT ACAPMA

ACAPMA is the national peak body representing the interests of the fuel wholesale, distribution, and retail industry in Australia.

The Association is first and foremost employer organisation that is formally recognised under Australian law as the industrial advocate for fuel marketing and fuel distribution businesses in Australia.

First established in 1976, the Association started operations as the Australian Petroleum Agents and Distributors Association (APADA) and subsequently changed its name to ACAPMA in 2007. The name change was accompanied by a change in the Association's Constitution to incorporate national representation of fuel retailers.

Today, the Association directly represents 95% of all fuel distributors in the country and directly and indirectly (via franchisees and distributor-owned retailers) around 80% of the 8,000 service stations operating in Australia.

The scope of ACAPMA's reach extends from 'refinery gate' through to the forecourt of Australia's national network of service stations and petrol convenience outlets - including fuel wholesale, fuel distributors, fuel retailers, petroleum equipment suppliers and petroleum service providers. ACAPMA's member businesses vary from small to medium businesses, through to large corporations.

Core activities

ACAPMA strives to achieve its strategic objectives via the conduct of the following five core activities:

Advocacy
Employment advice, assistance and representation
Training solutions for fuel retail, wholesale, contractor and admin staff from frontline to management
Information Services
Industry Events

INVITATION TO PARTNER

The Australasian Convenience and Petroleum Marketers Association (ACAPMA) is the national industry body that champions the reasonable interests of all the businesses that operate in the fuel supply chain - from refinery gate to service station forecourt.

We do this through meaningful engagement with all Australian Governments on regulatory issues affecting our industry so that the community's expectations of our industry are comprehensively accommodated at least cost to market participants (and ultimately our customers).

We also support the industry via the delivery of a range of business support services that are specifically designed for the fuel industry, including: employment compliance,

industrial relations, safety compliance, environmental compliance, and workforce skills.

Most importantly, we are staunch supporters of the Australian fuel industry. We work to promote increased stakeholder understanding of the way our industry operates and the fact that, for the most part, our industry comprises of Australian businesses (of all sizes), that are diligently working around the clock to ensure that the transport fuel needs of all Australians are met in an economically viable and ecologically sustainable manner.

We understand that there is no one size fits all approach to our new sponsorship method and as such would welcome the opportunity to discuss tailored solutions to reach maximum return.

We are fully flexible to ensure we achieve mutually beneficial outcomes.

By aligning with ACAPMA your organisation will have significant exposure to the Wholesale Fuel Industry, have meaningful engagement between ACAPMA members and stakeholders and the opportunity to build and develop strong business relationships.

On behalf of ACAPMA I would like to invite you to partner with us and look forward to welcoming you.



Mark McKenzie
CEO, ACAPMA



WHY BE INVOLVED

ACAPMA's approach to partnerships is to work with partners to leverage the Associations intelligence to drive partners specific goals.

As an ACAPMA partner you will gain significant exposure across several platforms and be provided opportunities to engage with members through events, networking, education, and other activities for the year.

When you partner with ACAPMA you gain access to;

- 4 Increased exposure online and in person to decision makers
- 4 Exclusive Partner engagement opportunities, such as invitational webinars, small 'Directors' pitch dinners and customised pilot programs where appropriate
- 4 Opportunity to send eDM campaigns direct to ACAPMA members or the broader ACAPMAg subscriber list
- 4 Discounted access to premier events, including the annual Asia Pacific Fuel Industry Forum (APFI Forum) offering an opportunity to develop new business relationships and consolidate existing relationships in a trusted, learning focused event
- 4 Exclusive Partner Highlight article featured on ACAPMAg.com.au, included in the weekly eNews and on the ACAPMA LinkedIn page

The industry in numbers



AU\$78B

Fuel Wholesale & Retail Industry market size in Australia



4,579

businesses in the Fuel Wholesale & Retail Industry



71,560

employees in the Fuel Wholesale & Retail Industry

ACAPMA in numbers



95%

of all fuel distributors in Australia are represented by APCAPMA



75%

of the 8,000 service stations in Australia are represented by APCAPMA (directly and indirectly)



300+

delegates attend the Asia Pacific Fuel Industry Forum, the flagship event for the industry



4,434

subscribers receive the weekly ACAPMA e-News



250-5,000

weekly average views of single article reach



1,700+

LinkedIn contacts



communications@acapma.com.au



1300 160 270



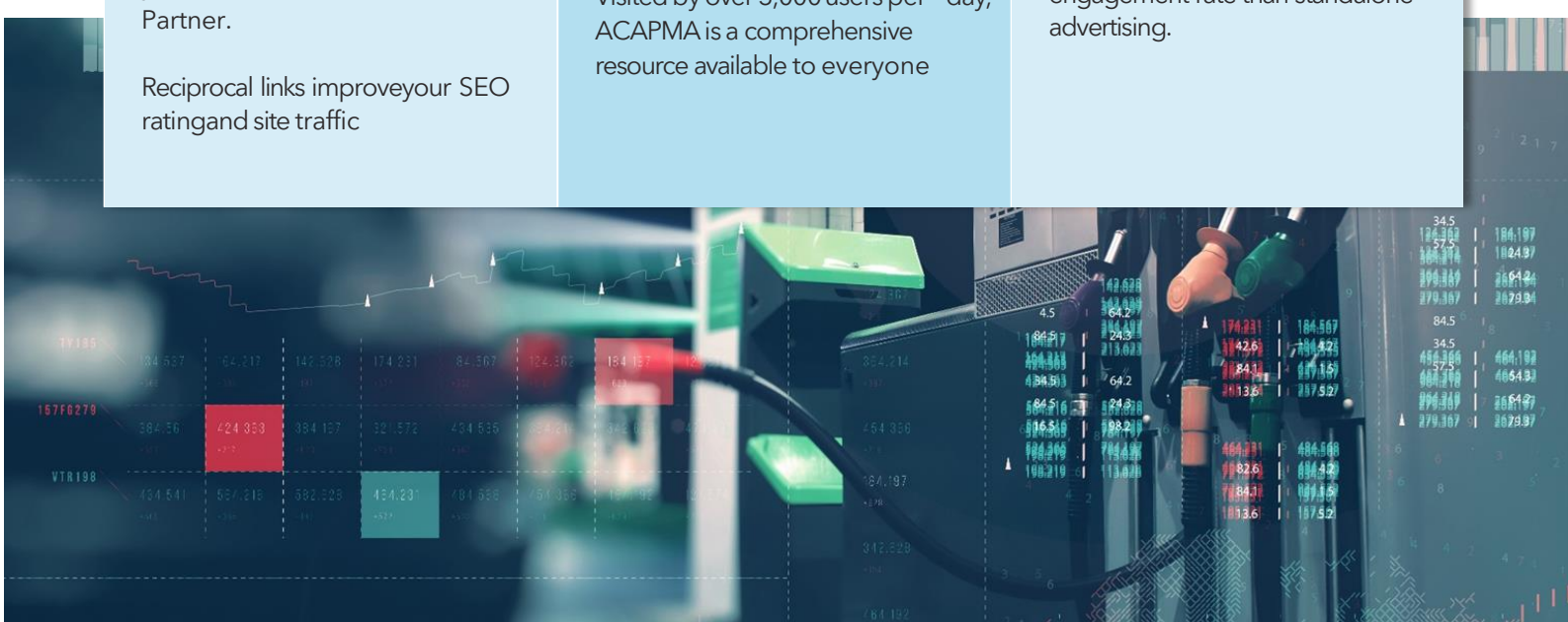
www.acapma.com.au



DETAIL

ACAPMA'S ANNUAL CONFERENCE	ACAPMA PARTNER HIGHLIGHT
<p>ACAPMA runs an annual Asia Pacific Fuel Industry (APFI) Forum for all participants in the downstream petroleum industry.</p> <p>Partners can access a discount on attendance at the annual ACAPMA conference, the Asia Pacific Fuel Industry Forum.</p> <p>Partners are also invited to attend all ACAPMA Member facing events throughout the year, both in person and online.</p>	<p>The Partner Highlight article, written by ACAPMA following completion of Q & A..</p> <p>Which will:</p> <ul style="list-style-type: none"> » be placed on the ACAPMag news website » be featured on ACAPMag eNews Letter (4,000 subscribers) » be featured on ACAPMA's LinkedIn page » be featured on ConvenienceWorld news website » be featured on Convenience World eNews Letter (20,000 subscribers)

ACAPMA PARTNER LOGO	ACAPMAG PRESS RELEASE COVERAGE	ACAPMA MEMBER EDMs
<p>ACAPMA's Partner Logo is supplied to our current Partner Organisations for inclusion on their website.</p> <p>We request that you add a link back to the ACAPMA site.</p> <p>Set your business apart from your competitors and be recognised for your commitment as an ACAPMA Partner.</p> <p>Reciprocal links improve your SEO rating and site traffic</p>	<p>ACAPMA Partners have the additional eligibility to work with ACAPMA on creating advertorial to be published on industry news website acapmag.com.au</p> <p>Updated daily, the news website provides readers with up-to-date and relevant information affecting the industry.</p> <p>Visited by over 3,000 users per day, ACAPMA is a comprehensive resource available to everyone</p>	<p>ACAPMA Partners are the only group eligible to send targeted eDM campaigns to ACAPMA Members.</p> <p>ACAPMA Partners are able to work with the Secretariat to create an eDM campaign targeted specifically at Members.</p> <p>Campaigns run through ACAPMA as a trusted Partner boast a higher engagement rate than standalone advertising.</p>



APPLICATION FORM

COMPANY NAME & CONTACT DETAILS

Name of Organisation/Company

ABN

Street address & suburb

State

Postcode

Postal address (if different)

State

Postcode

Telephone

Fax

Website

Contact name

Job title

Email address

Contact phone

Signature

Date

Short description of products or services

PAYMENT DETAILS

This form is a tax invoice when completed. ABN: 71 506 540 351. ACAPMA Partner registration runs on a calendar year basis and will be invoiced at \$1,760 inc GST pro-rata from date of signing.

VISA

MasterCard

Diners

AMEX

EFT

Cheque

Name on Card

Card Number

CVV

Expiry Date

Signature

Total

\$ 1,760.00

Date

Credit card transactions incur a 1.4% fee for Visa and MasterCard & 2% for AMEX

ACAPMA

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