

# AGDA

## PARTNERSHIP OPPORTUNITIES OVERVIEW

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# 2019

AUSTRALIAN GRAPHIC DESIGN ASSOCIATION LTD  
PO BOX 6426, HALIFAX STREET, SA 5000 AUSTRALIA  
SECRETARIAT@AGDA.COM.AU

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ARBN 060 227 287 ABN 13 813 089 272  
MEMBER ICOGRADA INTERNATIONAL COUNCIL  
OF GRAPHIC DESIGN ASSOCIATIONS

WE'RE HERE  
TO SHOW  
THE WORLD  
EXACTLY WHAT  
AUSTRALIAN  
DESIGN  
CAN DO.

**Our Purpose  
Our Brand**

—  
**AGDA Design Awards**

—  
**International Speaker Tours  
Dames and Dumplings  
Spit & Polish  
First Five Out  
Design Means Business  
New Frontiers  
Shot Down  
Pecha Kucha  
After Hours  
Icons Dinners**

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**Member & Audience  
Snapshot  
Partnership Opportunities  
& Unique Solutions**

**AGDA**

**PARTNERSHIP  
OPPORTUNITIES  
OVERVIEW  
2019**

# THE STUFF INSIDE

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# WE'RE HERE TO MAKE A DIFFERENCE

AGDA is the peak national organisation representing the Australian communication design industry.

With our members distributed throughout the creative, visual communications, applied design and technology sectors, it is dedicated to advancing the profession through an interrelated program of local, national and international activities in education, advocacy and professional development.

Founded in 1988 by a small, but passionate group of Melbourne-based designers, it didn't take long before they were joined by fifty designers from across the country, and marched into history when they joined together on stage at the Mildura Conference to symbolise their solidarity and project their vision for the future.

**Our core purpose is the constant development and championing of the professional standing and creative excellence of the Australian design industry.**

We're here to make a difference.

# WE'RE THE CONNECTING FORCE THAT UNITES OUR INDUSTRY

We are an open community of creative minds; we're designers, thinkers, doers, makers, writers, speakers, managers. We're business owners, mentors, students, CEOs, artists and educators. We're diverse, and we're ambitious.

We're for Australian design and designers. But we are also fully open to the world around us. A world of great change and even greater opportunity...

We champion excellence in Australian design, setting and upholding world leading standards in strategic thinking, professional practice, education and craft. Because we believe great design can change lives, drive business and make the world a better place.

We partner with fellow organisations to achieve maximum impact, sharing the best of Australian design with the world, and bringing the best of the world back home. Because we believe there should be no barrier to the world's leading ideas, education and people.

**We connect, support and inspire our creative community to drive change and take the future of design into their own hands.**

AGDA is the connecting force that unites our industry. It celebrates the things that make us different and the things that pull us together. It encourages us to ask questions, to challenge the status quo and to work together for the future of Australian design.

We are a perfect balance between unity and diversity.

# WE'RE THE BENCHMARK FOR CREATIVE EXCELLENCE IN AUSTRALIAN DESIGN



When a community-minded bunch of designers got together and formed the idea of AGDA, it was founded in a world without mobile phones, computers, internet or climate change.

Thirty years on, everyday, every hour, seems like an awards day. As designers we are bombarded by tweets, pokes and flashes of what's new, what's hot. Numerous examples of award winning work are everywhere and they wash over us all from all corners of the globe.

Sophisticated design and creative education have overwhelmed us with an abundance of design talent, which in turn have pushed us all to think, strive and be better at what we do. In one day, one tweet, one internet post, a studio can achieve an extraordinary amount of recognition, feedback and publicity.

It is in this space that the AGDA Design Awards were born.

## **AGDA Design Awards**

- 1500+ entries
- 400+ finalists
- 70+ Distinctions
- 8 Pinnacles
- 20+ Judge's Choice Awards
- 1 x Design for Good Award
- 1 x Design Effect Award
- 1 Studio of the Year
- 1 Emerging Designer of the Year
- 1 Hall of Fame Inductee
- 400+ Gala Dinner
- 100+ Cocktail Evening
- Online Gallery of work

**Spit & Polish**  
**First Five Out**  
**Design Means Business**  
**Shot Down**  
**Pecha Kucha**  
**After Hours**  
**Icons Dinners**  
**Dames & Dumplings**

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Each year, AGDA runs dozens of speaker tours, seminars, workshops, mentoring programs and social get-togethers, in every capital city of Australia. Our total annual attendances are in excess of four thousand across all capital cities. We present to a solid mix of emerging designers, seasoned practitioners and studio owners.

We don't just cater for our members. Most events are open to anyone who is interested. Of course, they'll have to pay more, and they gladly do. We are well supported by the wider design community with all of our activities.

All of our events have been curated, refined, managed and rolled out by our national events team, in conjunction with our volunteer regional councils. They are created by the same community they are designed for. Some events are tailored specifically to students and graduates, while others are best suited to business owners and creative directors.

Outside of our own events, we partner with Sydney Design, Melbourne Design Week, VIVID Sydney, Adelaide Fringe, Emergence WA, and The Design Conference to give our members access to world class speakers and seminars

If you're thinking this all sounds like too much hard work, we certainly don't ignore the social side of things. Not at all. We believe that the personal development that comes from social interactions with your peers is a crucial element in forging a resilient design community. Regular gatherings at local tap houses and restaurants keep us connected and in touch.

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## **2018 Events Program**

- over 75 events across 7 cities,**
- more than 4,300 attendees,**
- international designers showcasing their work,**
- plus, local design legends talking shop,**

**Blair Enns & David C Baker** - Canada / USA  
New Business Summit,  
2-day conference in Sydney

**Rob Duncan** - Mucho Design - US, UK & Spain  
'The Gravity of Ideas' speaker tour  
Sydney, Melbourne, Brisbane, Canberra,  
Adelaide, Perth & Hobart

**DesignStudio** - London, UK  
Sydney & Brisbane

**James Victore** - US  
Feck Perfuction World Tour  
Perth, Melbourne & Sydney

**Adam J Kurtz** - New York, US  
'Adam J Kurtz wants you to...' speaker tour  
Sydney, Hobart, Adelaide, Perth & Melbourne

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## Mike Tosetto – Never Sit Still, Professional Development Workshop

Award winning motion designer, Mike Tosetto facilitated our: 'Move It' Motion Workshops in each of our capital cities. Attendees went away with a better understanding on motion design for branding and how to translate design concepts into motion.

Cities	Sydney, Melbourne, Perth, Brisbane, Adelaide
Attendance	200

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## Dames & Dumplings Professional Development & Mentoring

The inaugural sold out event was launched in Sydney focussing on 'Confidence' and targeted up and coming female creatives in finding their feet and gaining confidence in their careers. We brought together young emerging designers and senior female creatives for an evening of mentoring and career tips.

City	Sydney, Melbourne & Brisbane
Attendance	180

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## Sydney Design Festival

A key event as part of Sydney's Premier Design Festival held at the Powerhouse Museum. Now in our 4th year with SDF, 7 speakers presented Pecha Kucha style discussing how we design for diversity and inclusion.

Partnership	Museum of Applied Arts & Sciences (MAAS)
City	Sydney
Attendance	290

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## Melbourne Design Week Professional Development Seminar

Under the banner of AGDA's Design Means Business event series and held during Melbourne Design Week, this event explored the inner workings of the design industry to a record sold out audience, the speaker panel discussed how design can be a catalyst for business success.

Partnership	Melbourne Design Week
City	Melbourne
Attendance	280

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## Spit and Polish Workshops

Professional development workshops aimed at teaching new skills and experiences to professional and emerging designers.

Cities	Melbourne & Sydney
Attendance	200

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## Verb Brand Language Professional Development Workshop

VERB, created by London-based copywriters and brand language consultants; Rob Self Pierson facilitated x7 workshops over a 2 week period.

City	Melbourne, Sydney & Brisbane
Attendance	90

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## First Five Out Local Design Seminar

An event aimed at the emerging designer, where speakers present their first five years out of design school.

Cities	Melbourne, Sydney, Adelaide
Attendance	400

## Member & Audience Snapshot

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Paid Members	2,500
Web Subscribers	7,000

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**Active Membership 9,500**

Emerging Designers	4,000	42%
Practicing Designers	5,500	58%

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### Total Event Attendance

Public	2,200	49%
Members	2,300	51%

### Unique Attendances

Public	1200	60%
Members	800	40%

### Award Entries

Public	5%
Members	95%

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### Social Media

Facebook	14,300
Twitter	17,000
Instagram	2,000

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**Total Reach 33,300**

### EDM Responses

Average Open	42.55%
Average Click	8.09%

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While the figures shown have been rounded to simplify calculation and aid comprehension, they are all within the acceptable range of accuracy and give a true and honest account of our organisation.

WE SHARE THE  
STAGE WITH  
YOU, BUT YOU  
ARE THE STAR  
AND WE WANT  
YOU TO SHINE.

—  
**\$50,000**

In-kind equivalent: \$60,000

Partnership Period: 12 months

**Partnership Benefits: Industry exclusive partnership level with four (1) Platinum Partnership available per period. Includes five (5) Complimentary Affiliate memberships**

**Partner Recognition and Acknowledgement**

- Recognition as Platinum Partner on the AGDA website with logo linked to the Partner's own website
- Acknowledgement of Partner and Partnership level on all AGDA publications including member emails, newsletters and national event promotions
- Logo displayed on AGDA 'Partnership Slide' at all National and Regional events
- Verbal acknowledgement of partnership at all National and Regional events

**Communications and Advertising**

- Electronic Communication
- 6 opportunities per year to communicate directly with members through targeted EDMs
- 6 opportunities per year to place a banner advertisement in National EDM communications to members
- Direct Mail
- 2 opportunities per year to send printed marketing material to members

**National and Regional Events**

- Networking opportunities at all National and Regional events
- VIP invitation to all AGDA events
- Opportunity to speak at 1 National event per year

**AGDA Design Awards**

- Top level billing for Platinum Partner at AGDA Design Awards Gala Presentation event, with opportunity to speak at the opening and closing of the event.
- Platinum Partnership level acknowledged on all AGDA Design Awards publications
- Naming rights to one Award Category of the AGDA Design Awards
- Opportunity for a nominated Platinum Partner representative to present trophies for named Award category
- Receive 10 complimentary tickets to the AGDA Design Awards Gala Presentation event [Does not include flights and/or accommodation]



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**\$30,000**

In-kind equivalent: \$35,000

Partnership Period: 12 months

**Partnership Benefits: Industry exclusive partnership level with eight [8] Gold Partnerships available per period. Includes five [5] Complimentary Affiliate memberships**

### **Partner Recognition and Acknowledgement**

- Recognition as Gold Partner on the AGDA website with logo linked to the Partner's own website
- Acknowledgement of Partner and Partnership level on all AGDA publications including member emails, newsletters, eDMs and national event communications
- Partner's logo including on AGDA Partners slide at all National and Regional events including International Speaker Tours.

### **Communications & Advertising**

- 4 opportunities per year to share exclusive creative content with AGDA community
- 2 opportunities per year to place a banner advertisement in National EDM communications to members

### **National and Regional Events**

- VIP invitation to all AGDA events
- Introduction to creative luminaries and studios including international speakers
- Tie-in events
- Facilitate live streams of Adobe events to AGDA community

### **AGDA Design Awards**

- Gold partnership level acknowledged on all AGDA Design Awards collateral
- Logo included on Media Wall and photo opportunities for Adobe VIP guests
- Naming rights to one Award Category
- Opportunity to present trophies in assigned category at the AGDA Awards
- 2 complimentary invitations to the Gala Presentation event

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**\$12,000**

In-kind equivalent: \$15,000

Partnership Period: 12 months

**Partnership Benefits: Non-industry exclusive partnership level with ten (10) Silver Partnership available per period. Includes two (2) Complimentary Affiliate membership**

### **Partner Recognition and Acknowledgement**

- Recognition as Silver Partner on the AGDA website with logo linked to the Partner's own website
- Acknowledgement of Partner and Partnership level on all AGDA publications including member emails, newsletters and national event promotions
- Logo displayed on AGDA 'Partnership Banner' at all National and Regional events

### **Communications and Advertising**

- Electronic Communication
- 3 opportunities per year to communicate directly with members through targeted EDMs
- 1 opportunity per year to place a banner advertisement in National EDM communications to members

### **Regional Events**

- Networking opportunities at all Regional events

### **AGDA Design Awards**

- Silver Partnership level acknowledged on all AGDA Design Awards publications

**AGDA**  
**Bronze Partner**

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**\$6,000**

In-kind equivalent: \$9,000

Partnership Period: 12 months



**PARTNERSHIP  
OPPORTUNITIES  
OVERVIEW  
2019**

**Partnership Benefits: Non-industry exclusive partnership level with unlimited Bronze Partnerships available per period. Includes one (1) Complimentary Affiliate membership Partnership level aimed at Regional level engagement**

**Partner Recognition and Acknowledgement**

- Recognition as Bronze Partner on the AGDA website with logo linked to the Partner's own website
- Acknowledgement of Partner and Partnership level on all AGDA publications including member emails, newsletters and national event promotions

**Communications and Advertising**

- Electronic Communication
- 1 opportunity per year to communicate directly with members through targeted EDMs

## AGDA Design Awards Category Sponsor

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**\$4,500**

In-kind equivalent: \$6,000



PARTNERSHIP  
OPPORTUNITIES  
OVERVIEW  
2019

**Partnership Benefits: This is a limited sponsorship opportunity due to the set number of categories for the awards. This sponsorship level is aimed at National level engagement.**

### **Category Sponsor Benefit**

- 2 tickets to the Awards Dinner
- The opportunity to hand out the awards within the category
- Logo/name shown on screen with the category
- Logo/name shown in online awards gallery with the category

**Ad Hoc  
Communications**  
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1 x <b>Unique EDM broadcast</b>	\$1,500	+GST
1 x <b>Article included in EDM newsletters</b>	\$850	+GST
1 x <b>Custom, integrated campaign</b> [social, EDMs and event network]	\$2,500	+GST

- The Partner must provide AGDA with all relevant electronic logo files and company profile content to feature on the AGDA website and other printed and digital collateral within 5 working days of signing the AGDA Partnership agreement.
- The supply of all printed and electronic material such as advertisements, banner ads and direct mail marketing material are the responsibility of the Partner. This includes notifying AGDA Head Office of those opportunities they wish to take up in communicating to members.
- All material supplied will need to be approved by AGDA before distribution.
- Partner must notify AGDA Head Office one week in advance of any events they wish to attend to allow suitable time to ensure complimentary tickets are issued in time for each event.
- Complimentary tickets are not valid for Partner run workshops.
- Industry Exclusive is defined as Partners holding the exclusive right to their core business category in the nominated Partnership level. Exclusivity is restricted to the nominated Partnership level only.
- Non-Industry Exclusive is defined as no restrictions on the number of Partners from any business category within the nominated Partnership level.

**GO ON.  
YOU  
KNOW  
YOU  
WANT  
TO.**