



**TRAFFIC** MANAGEMENT  
ASSOCIATION OF AUSTRALIA

# **ASSOCIATE - SUPPLIERS & SPONSORSHIP PACKAGES 2022 - 2023**



## **TRAFFIC MANAGEMENT ASSOCIATION OF AUSTRALIA (TMAA)**

### ***Our purpose***

The Traffic Management Association of Australia (TMAA) is the peak body for Traffic Management. The TMAA represents the Traffic Management and Traffic Control industry throughout Australia. The TMAA represents a total cross section of industry providers from small regional businesses to national traffic management companies working across all states and all road and infrastructure projects. The continued growth of traffic management across the nation is a direct result of the growth in government and private projects currently under development and planned for the future. Traffic management companies and traffic controllers across the country work in a range of multi-billion dollar infrastructure, recovery, relief and rebuild projects. We represent all aspects of works projects: repair, emergencies, events, utilities, building and construction and protection.

TMAA has had significant success in raising the profile of our industry and bringing the voice of traffic management companies to Government and industry sectors that we support. Never before has there been such an opportunity to shape the way our industry develops, is trained and affected by policy. TMAA is our industry's voice and it contributes to all major conversations that pertain to what we do on the road every day. It's important that we continue to focus on relevant issues and create a solid foundation for our next chapter, what are we going to do and how are we going to do it? Our Mission will be achieved through focusing on 8 PILLARS OF ACTION

### ***Mission Statement***

***"The TMAA's mission is to lead, unify and achieve best practice within the traffic management industry."***

### ***Our Vision***

***"The TMAA's vision is a safe and zero harm traffic management industry across Australia."***

***TMAA – THE VOICE OF THE TRAFFIC MANAGEMENT INDUSTRY.***



## **TMAA Sponsorship Policy**

The Traffic Management Association of Australia (TMAA) aims to work in partnership with companies and organisations that are committed to promoting the action necessary for safety, best practice and professionalism within the Traffic Management Industry and are therefore aligned with, and support, the TMAA's mission to promote national harmonisation and best practice within the unified traffic management industry through engagement and collaboration with all relevant stakeholders.

We enter into sponsorships and corporate partnerships to deliver programmes and activities of mutual benefit that will engage relevant stakeholders and contribute to improved standards for safety and harmonisation of practices within the Traffic Management industry across Australia. As such, TMAA is open to partnerships with companies from relevant sectors that understand TMAA's core values and seek partnership activities that both serve our Strategic Plan Objectives (available on the TMAA website at [www.tmaa.asn.au](http://www.tmaa.asn.au)) and deliver TMAA's mission.

The TMAA partners with companies that demonstrate a sincere commitment to safety and best practice in their business practices and who demonstrate the use of Australian Standards and compliant products and services for the industry. TMAA will conduct a formal review of each corporate partnership at least annually and more frequently if required. This review assesses the measured achievement against the goals for the partnership. The TMAA will communicate openly and transparently about all its corporate relationships and all activities undertaken in collaboration with sponsors and corporate partners.

The TMAA engages with companies and organisations to support a range of core activities. These include:

- Benchmarking by Australian Standards
- Continuous innovation and performance improvement
- Adherence to compliance and regulation
- The ongoing improvement in safety within the Traffic Management Industry.

### **Definition of Corporate Partnership**

A financial and/or in-kind contribution to the TMAA by a strategically aligned company or organisation (either for-profit or not-for-profit) which supports activities and/or programs, including but not limited to education, research, advocacy, or awareness of TMAA's stated mission. In exchange for this financial and/or in-kind contribution, the TMAA offers the opportunity for sponsors and corporate partners to access members and key stakeholders through relevant and agreed communication channels. All partnership benefits are tailored according to each sponsor and confidentially detailed within individual partnership contracts. The TMAA has generic partnership contracts and by negotiation partnership contracts.



## **Corporate Partnership Criteria**

The TMAA does not endorse any particular product, service, or idea. Any corporate partnership statement, product, or agreement implying an endorsement by the TMAA will not be accepted. You may wish to apply to the TMAA for a letter of product or service endorsement, which remains at the discretion of the TMAA Board. Corporate partnership must be relevant to the TMAA's membership and key stakeholders and the acceptance of a proposal is at the explicit discretion of the TMAA President and Board.

The TMAA reserves the right to reject any corporate partnership deemed inappropriate to the mission and/or core values of the TMAA. Examples of partnerships that will not be considered are:

- Non-compliant products or services
- Businesses operating as Sham arrangements
- Illegal activities

The TMAA retains editorial rights and control over any information or content produced or to be seen by members as part of any corporate partnership agreement. All intellectual property remains the sole property of the TMAA. In every case, all materials, in all formats and media, prepared by the corporate partner must be submitted to the TMAA for written approval prior to release. Partners must not make health claims for their product/s that are not clearly substantiated. Partners will be required to submit supporting documentation to substantiate claims. No unsolicited commercial messages are allowed. Collecting and selling of mailing lists without the member's expressed permission is not permitted.

Partners and agencies cannot collect any personally identifiable information from TMAA's visitors or place any cookies, applets, or other such files — if those files transmit any personally identifiable information to the partners or agencies — on computers of the TMAA visitors who do not visit partners' websites by clicking on their banners.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and the TMAA Board reserves the right to amend this policy without public notification at any time.

### **Approved:**

**TMAA Board Member Name: Andrew White**

**TMAA Board Member Position: President**

**DATE: 1 July 2022**



## **TMAA Sponsorship – Annual Generic**

TMAA annual sponsorship packages are available on a state by state basis or for all TMAA Associates nationally and invoiced at 1 July each year. TMAA Annual Conference sponsorship is separate sponsorship, and is also packaged into Gold and Platinum sponsorships outlined in this document.

### **OPTION 1**

### **Associate - Supplier One Division Only**

This application form provides information for Associate Suppliers applying for one Division Status only.

**Associate - Supplier** includes:

- Attendance at all general meetings (including one 15 minute presentation)
- Access to one state group of industry members for promotional and marketing opportunities through state newsletter advertising (if applicable in that state)
- One quarter page advertising space in one edition of TMAA Detours
- Event invitations, participation & sponsorship
- Company logo on one TMAA Division website page
- Product packaging and trials for state industry members
- Associate certificate and state and TMAA logo use for one year
- Opportunity for sales through relationships with Division members to enhance profits and product positioning in market

### **Associate - Supplier Fees for One Division**

**\$1700 per annum + GST**



## **OPTION 2**

### **Associate - Supplier Two Divisions Only**

This application form provides information for Industry Associate Member Industry Suppliers applying for two States Supplier Memberships only.

### **INDUSTRY COMPANIES**

**Associate - Supplier** includes:

- Attendance at all general meetings (including one 15 minute presentation) in each of the two selected Division memberships
- Access to two state groups of industry members for promotional and marketing opportunities through state newsletter advertising (if applicable in that state)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- Company logo on two TMAA Division website pages
- One half page advertising space in one edition of TMAA Detours
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and Division and TMAA logo use for one year
- Opportunity for sales through relationships with Division members to enhance profits and product positioning in market

### **Associate - Supplier Fees for Two Divisions**

**\$2950 per annum + GST**



### **OPTION 3**

### **Associate - Supplier Three Divisions Only**

This application form provides information for Industry Associate Member Industry Suppliers applying for three State Supplier Status only.

**Associate - Supplier** includes:

- Attendance at all general meetings (including one 15 minute presentation) in each of the three selected state memberships
- Access to three state groups of industry members for promotional and marketing opportunities through state newsletter advertising (if applicable in that state)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- Company logo on three TMAA Division website pages
- One half page advertising space in two editions of TMAA Detours
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and Division and TMAA logo use for one year
- Opportunity for sales through relationships with state members to enhance profits and product positioning in market

### **Associate - Supplier Fees for Three Divisions**

**\$4000 per annum + GST**



## **OPTION 4**

## **Associate - Supplier Four Divisions Only**

This application form provides information for Associate Suppliers applying for four Divisions Supplier Status only.

**Associate - Supplier** includes:

- Attendance at all general meetings (including one 15 minute presentation) in each of the four selected state memberships
- Access to four state groups of industry members for promotional and marketing opportunities through state newsletter advertising (if applicable in that state)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- Company logo on four TMAA state website pages
- One half page advertising space in two editions of TMAA Detours
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and Division and TMAA logo use for one year
- Opportunity for sales through relationships with Division members to enhance profits and product positioning in market

## **Associate - Supplier Fees for Four Divisions**

**\$5000 per annum + GST**





## **OPTION 5**

### **Associate - Supplier National - All Divisions**

This application form provides information for Industry Associate Member Industry Suppliers applying for National TMAA (all Divisions).

### **INDUSTRY SUPPLIER COMPANIES**

**Associate - Supplier** includes:

- Attendance at all general meetings (including three 15 minute presentations) in each of TMAA member states and attendance at the TMAA Annual AGM (with presentation)
- 1 Opportunity to host a meeting in each of the TMAA member states
- Access to all state groups of industry members for promotional and marketing opportunities through state newsletters advertising (if applicable in that state) (Full page advertisements in state newsletters for all editions)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- One full page advertisement in all 4 editions of TMAA Detours
- Direct email marketing to members through TMAA
- Provision of updated TMAA membership list on a monthly basis
- Logo and weblink link on TMAA website and all TMAA Divisions website pages
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and all Divisions and TMAA logo use for one year
- Opportunity for sales through relationships with Divisions members to enhance profits and product positioning in market

### **Associate - Supplier Fees for All Divisions**

**\$6850 per annum + GST**



## **OPTION 6**

## **Gold Level Sponsorship National - All Divisions**

This application form provides information for Industry Associate Suppliers applying for National TMAA (all Divisions) Gold Supplier Status.

**Supplier Membership** includes:

- Conference **Gold** Sponsorship package (refer Conference packages)
- Attendance at all general meetings (including six 15 minute presentations) in each of TMAA member Divisions and attendance at the TMAA Annual AGM (with presentation)
- Open ended opportunities to host a meeting in each of the TMAA member Divisions
- Access to all state group of industry members for promotional and marketing opportunities through Division newsletters advertising (if applicable in that state) (Full page advertisements in state newsletters for all editions)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- One full page advertisement in all 4 editions of TMAA Detours
- Direct email marketing to members through TMAA
- Provision of updated TMAA membership list on a monthly basis
- Logo and weblink link on TMAA website and all state websites
- Web Banner on TMAA website, updated quarterly
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and all state and TMAA logo use for one year
- Opportunity for sales through relationships with state members to enhance profits and product positioning in market

**Associate - Supplier + Gold Conference Fees for All Divisions**

**\$25,000 per annum + GST**



**OPTION 7**      **Platinum Level Sponsorship**  
**National - All Divisions**

This application form provides information for Industry Associate Suppliers applying for National TMAA (all states) Platinum Supplier Status.

**Associate - Supplier Platinum All Divisions includes:**

- Conference **Platinum** Sponsorship package (refer Conference packages)
- TMAA Sponsorship for one year for all states
- Attendance at all general meetings (including 15 minute presentations) in each of TMAA member states and attendance at the TMAA Annual AGM (with presentation)
- Open ended opportunities to host a meeting in each of the TMAA member states
- Access to all state group of industry members for promotional and marketing opportunities through state newsletters advertising (if applicable in that state) (Full page advertisements in state newsletters for all editions)
- Access to Code of Practice compliance regulations
- Access to updated information regarding national safety and harmonisation
- Cover Page advertising for TMAA Detours (all editions)
- One full page advertisement (insider magazine) in all 4 editions of TMAA Detours
- Direct email marketing to members through TMAA
- Provision of updated TMAA membership list on a monthly basis
- Logo and weblink link on TMAA website and all state websites
- Rotating Web Banner advertising on TMAA website, continually updated
- Event invitations, participation & sponsorship
- Product packaging and trials for state industry members
- Associate - Supplier certificate and all Divisions and TMAA logo use for one year
- Opportunity for sales through relationships with state members to enhance profits and product positioning in market

**Associate - Supplier + Gold Conference Fees for All Divisions**

**\$40,000 per annum + GST**



**TRAFFIC MANAGEMENT**  
ASSOCIATION OF AUSTRALIA

## **TRAFFIC MANAGEMENT INNOVATOR AWARD 2023**



This award will showcase traffic management companies that embrace innovative practices, strong project management, and the use of new plant and equipment. It will be divided into two categories to recognise both large and smaller scale projects.

Criteria and **nominations open February 2023**. The award is open to TMAA traffic management member companies only.

### **Prize money**

\$2500 - Major Project Category

\$2500 - Small Project Category

### **Annual Sponsorship**

\$5,000 per annum +GST

**SOLD**



**TRAFFIC MANAGEMENT**  
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## **TRAFFIC CONTROLLER OF THE YEAR (TCOY) AWARD SPONSORSHIP**

The Traffic Controller of the Year Award (TCOY) provides an opportunity to showcase the work of Traffic Controllers across Australia. The Award is reviewed annually and criteria is based around a wide range of Traffic Controller activities, experience and expertise. The TCOY National Award is presented at the TMAA Annual Conference each year.

### **The TCOY Sponsor package includes:**

- Keynote Presentation at the Annual TMAA Conference TCOY Award Gala Dinner.
- TCOY Award Presentations in each division association by your company's representative.
- Your company representative on judging panels at state level, national level and yearly level.
- Full page advertising in TMAA Detours 4 quarterly editions.
- Press Releases for distribution regarding TCOY Award winners to all TMAA Members and industry stakeholders and media nationally
- Your company logo on all TCOY Nomination forms, TMAA website.
- Your company logo on all TCOY trophies and promotional material.
- Your company TMAA website banner highlighting your sponsorship of the TCOY Award.

### **TCOY Annual Sponsorship**

\$10,000 per annum +GST



**TRAFFIC CONTROLLER**  
~ of the year ~



## TMAA Associate - Supplier Application Form

|  |   |          |
|--|---|----------|
| DATE:  |   |          |
| ASSOCIATE - SUPPLIER NAME:   |   |          |
| ADDRESS:   |   |          |
| CITY:  | STATE:  | PCODE:   |
| SUPPLIER REPRESENTATIVE:(Name)   |   |          |
| PHONE:(Business)   |   | (Mobile) |
| EMAIL:   | WEBSITE:  |          |
| ABN OR COMPANY NO:   |   |          |
| Brief product/services description of supplier:                          |   |          |
| Please note the states you are selecting (eg NSW, VIC etc) :             |   |          |
| Then tick <input checked="" type="checkbox"/> the appropriate box below: |   |          |
| <input type="checkbox"/>   | <b>One Division Associate - Supplier \$1700 + GST</b>       |          |
| <input type="checkbox"/>   | <b>Two Division Associate - Supplier \$2950 + GST</b>       |          |
| <input type="checkbox"/>   | <b>Three Division Associate - Supplier \$4000 + GST</b>     |          |
| <input type="checkbox"/>   | <b>Four Division Associate - Supplier \$5000 + GST</b>      |          |
| <input type="checkbox"/>   | <b>All TMAA Divisions Associate - Supplier \$6850 + GST</b> |          |
| <input type="checkbox"/>   | <b>Gold Sponsorship \$25000 + GST</b>                       |          |
| <input type="checkbox"/>   | <b>Platinum Sponsorship \$40000 + GST</b>                   |          |
| <input type="checkbox"/>   | <b>PROJECT INNOV8 Sponsorship \$5000 + GST (SOLD)</b>       |          |
| <input type="checkbox"/>   | <b>TCOY Sponsorship \$10000 + GST (SOLD)</b>                |          |

Please make payment upon receipt of TMAA invoice to:  
(please use invoice no. as reference)

BANK: National Australia Bank

ACCOUNT NAME: Traffic Management Association of Australia

**BSB:** 084-424    **ACCOUNT NO:** 123035561

Applications should be submitted via email to [memberships@tmaa.asn.au](mailto:memberships@tmaa.asn.au)  
or phone the membership team on **0493 534 282**.