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Prospectus: Corporate Membership

Executive Summary

Corporate Membership is an invaluable resource for host companies to directly interact with our members, and of great assistance for education and patient safety. Before COVID19 caused the cancellation of face-to-face conferences, exhibitors were faced with rising costs of transport, booth set ups, and the energies required to set up and takedown displays. With so many conferences being held across the country, these rising expenses and extra work posed difficult decisions when budgeting across each financial year. While these burdens have been relieved by COVID19, an almost complete loss of opportunities for displaying and demonstrating products and devices represent significant collateral impact for suppliers. The CPCA has determined to take the lead to develop innovative adaptations to overcome the challenges our suppliers are currently facing. These innovations are contained in this prospectus.

Existing and Continuing Benefits to Corporate Members

Benefits can be found in the following links below:

- [Letter of Invitation – Corporate Membership](#)
- [At a glance - Table of Corporate Membership Benefits](#)
- [Application for Corporate Membership](#)

Corporate Membership period: Twelve (12) months, renewable annually.

Corporate Sponsorship is for a full twelve months, and not just for the event of our annual virtual conference. While the conference in 2020 was a huge success for delegates, the virtual conference represented the inevitable loss of 'show and tell' for exhibitors. The College therefore chose (1) to select a small number of potential Corporate Members to promote their resources over the full twelve (12) months, as well as (2) to provide opportunities to smaller companies just for the duration of CosDoc2020, our virtual conference. Both packages also enjoyed an extended two (2) weeks coverage of available content post event. Corporate Membership, for those who joined during CosDoc2020 last October, are entitled at every opportunity to demonstrate this sponsorship in their branding and approaches at state meetings, at workshops and webinars. Some have used this to advantage. However, the College reminds all of its current Corporate Members of this utility.

Innovative Changes in Benefits to Corporate Members

1) **New: Assignment of an Ambassador**

We are pleased to advise all our Platinum Members will be assigned a Board Member as their Ambassador. This initiative will open a direct line of communication between

you and the Board. Upon joining as a Corporate Member, your Ambassador will make contact with your nominated personnel to explain more.

2) A listing in the member area of the CPCA website

The CPCA regular members have a private website that is used to host their CPD records and provide various educational and industry resources. Amongst these resources is a webpage containing a listing of all our Corporate Members. This listing includes a concise “About Us” paragraph and a link through to your website.

Our Platinum Members’ signage is placed on a rotating banner that is shown on the member area home page as well as the specially dedicated Corporate Member webpage. Two banners are permitted in this area.

Banner specifications: image width 939px, file format jpg, jpeg, gif, png. Maximum file size 500Kb. Use the form enclosed below to upload your material.

3) Use of our CPCA Corporate Member logo on your correspondence and various digital platforms.

Upon becoming a financial Corporate Member, we will provide you with the special CPCA Corporate Member logo applicable to your membership level: Platinum, Gold or Silver. We encourage you to use the CPCA logo within your own website, in accordance with ethical practices. Should you require a write-up on the CPCA to go with this logo, please contact your Ambassador or the head office.

4) Option to sponsor CME/CPD meetings

The College has a State Representative that co-ordinates the CME/CPD meetings for its members and we generally like to hold a meeting every two to three months. In some circumstances, our meetings can be opened to non-members and colleagues from other similar organisations, which increases attendance numbers. Our Corporate Members are welcome to select a state meeting, appoint a Speaker and nominate an appropriate topic to be presented at these meetings.

When wishing to host a meeting you can advise your Ambassador or contact the head office to make arrangements.

Platinum Members have the first option to sponsor a state meeting. Gold Members have the second option. Silver Members, please feel free to use these provisions.

5) Direct mail our members via our administration office.

We welcome you to provide your promotional material in html format. This will then be emailed (with follow up reminder emails also) by our office to our various member and non-member databases. This material will also be posted to our two Facebook pages and Events area in our webpages, if applicable.

6) Newsletter Banner **and advertisement (new)**

Banner

We currently distribute a monthly newsletter. Platinum Members are invited to provide a banner that can be placed in the monthly newsletter. This banner can be static or changeable from month to month.

Advertisement (new)

Platinum Members are invited to provide material of their choice for one half or full-page advertisement within each monthly newsletter.

Gold and silver sponsors are invited to express their interest in opportunities to advertise on a first come first serve basis.

7) Advertisement placement in CPCA member's closed Facebook page.

Platinum members are welcome to email the head office with their posts or advertisements and these can be periodically uploaded to our closed Facebook page.

8) Advertising in the Member's website

(New) We are currently giving some thought to how we can further assist our doctor-members to quickly and conveniently understand the products and services that are on offer to them by our Corporate Member. We welcome the provision of additional material by our Corporate Members to assist us developing this section of the member's website. Material such as downloadable pamphlets, brochures and/or pricelists and any pre-populated purchase order forms to create a one-stop directory will be of interest to our members. Images of products and devices can be provided in several file formats.

10) Sponsoring of Educational Journals and textbooks, etc., for Members.

In the member's area of our website, under our e-library of educational resources, we are able to host Corporate Members' banners and acceptable educational resources they may wish to sponsor. This area of the website is accessed regularly for CPD purposes.

12) **New: Sponsoring of Educational videos and podcasts**

Open to all Corporate Members.

The Board is working on extending the current training and education opportunities that are available to our members. We are currently producing videos and podcasts to be hosted within our e-library. This increases further visibility for our Corporate Members. Further information on this initiative will be announced shortly. Again, these initiatives provide further opportunity to increase visibility of our Corporate Members.

13) **New: Sponsoring of specially written content for the CPCA training program (AQF Level 8)**

The Board and Education Committee are currently developing the College's Registrar Training Program in accordance with the Australian Qualification Framework, Level 8. Corporate Members have an opportunity to sponsor the provision of educational content written by nationally or internationally regarded experts in a particular field of

non-invasive cosmetic medicine. All contributions will be duly referenced and accredited to the generous support of our Corporate Member and the sponsored writer.

14) Annual Conference & Workshops

The intention this year is to run CosDoc2021 on June 6th, with pre-conferencing workshops. Corporate Members are invited to populate a virtual booth in the dedicated “exhibitor’s hall”. More information on this can be found in the document linked in below. Additional promotional opportunities, such as a ‘meet and greet our sponsors’ event, held before the main event, may also be of interest to you. Please feel free to contact us to discuss this further.

[Exhibitor’s Information Booklet](#)

Finally, the College Board is intent upon fostering mutual relationships that benefit our Corporate and College members and has produced this comprehensive series of initiatives to facilitate these goals at a time that continues to challenge us all. You can take advantage of these initiatives by submitting the above linked in application form.

We look forward to being of further assistance.

Yours faithfully
**COSMETIC PHYSICIANS COLLEGE
OF AUSTRALASIA**

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President 2020 - 2022