

## Physical Disability Australia (PDA) Corporate Membership Policy

<b>Policy Number</b>	2.2	<b>Implementation Date</b>	01/2023
<b>Drafted By</b>	Simon Burchill	<b>Review Date</b>	01/2026
<b>Person Responsible</b>	General Manager		

### INTRODUCTION

Significant competition exists for the 'donation dollar' and Deductible Gift Recipient (DGR) status can no longer be relied upon as a diversified funding stream for not-for-profit entities. For-purpose sector leaders are increasingly focusing on diversification of not-for-profits funding streams to ensure the long-term viability of their organisations and the continued ability of their organisations to fulfill their purpose. To reduce the risk of government funding reliance PDA is committed to nurturing and developing alternative funding streams. Part of this initiative is to partner with private sector organisations and not-for-profits in the form of Corporate Membership. PDA wishes to recruit financial supporters from businesses and not-for-profits that aligned with our aims and objectives and who provide disability support services and equipment to our community.

### PURPOSE

This Policy sets out the procedures and responsibilities for recruiting Corporate Members and the agreements that outline fees and services delivered by PDA in return for Corporate Membership.

### POLICY

The organisation will enter into agreements with businesses that supply services and equipment to people with physical disabilities where they pay Corporate Membership fees in return for promotional opportunities on PDA's website, Social Media channels and Newsletters.

### RESPONSIBILITIES

The General Manager is responsible for promoting Corporate Membership opportunities to businesses with products or services of interest to members, and with liaising with Corporate Members as required.

The Executive is responsible for approving (or rejecting) Corporate Membership applications.

### PROCEDURE

On a regular basis, the General Manager will approach potential Corporate Members with offers of Corporate Membership outlining fees and promotional opportunities.

When Potential Corporate Members express a desire to hold this membership (and the Executive approves the membership) the General Manager will develop a draft Agreement for consideration by the potential Corporate Member (see Appendix A).

Upon receiving an approved agreement, Corporate Membership will be given to the applicant and a schedule will be developed to formally announce the membership and provide the Corporate Member with the promotional opportunities specified in the agreement.

At the membership renewal date specified in the Agreement, the General Manager will negotiate the membership's extension or termination.

## **SOCIAL MEDIA POSTS**

PDA's General Manager will liaise with Corporate Members to publish announcements of each Corporate Membership (initial and renewals) on the organisation's designated Social Media channels:

- Facebook – [facebook.com/physicaldisabilityaustralia](https://www.facebook.com/physicaldisabilityaustralia)
- Twitter – [twitter.com/PDA\\_AU](https://twitter.com/PDA_AU)
- LinkedIn – [linkedin.com/company/physical-disability-australia-ltd/](https://www.linkedin.com/company/physical-disability-australia-ltd/)
- Instagram – [instagram.com/physical\\_disability\\_australia/](https://www.instagram.com/physical_disability_australia/)

Post will be published as soon as practicable following the signing of a Corporate Membership agreement.

## **PROMOTIONAL BLOG POSTS**

Corporate Members may be granted the opportunity to post promotional content on the PDA blog (<https://www.pda.org.au/blog/>) provided its content does adhere to the principles of integrity, professionalism and information sharing detailed in the organisation's Social Media Policy. In compliance with Australian Consumer regulations any Social Media, Blog and Newsletter promotional content about Corporate Members with identify the content of the post as a 'Paid Promotion' or a 'Promotion as Part of [said Corporate Member's] Corporate Membership.

## **ANNUAL REPORT ACKNOWLEDGEMENTS**

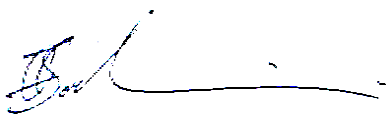
For each financial year that PDA has agreements with Corporate Members, the organisation will acknowledge them in it's Annual Reports which are published on PDA's website. The Corporate Member section of these Annual Reports will include an acknowledgement of the valued support PDA receives from its Corporate Members.

PDA will publish copies of each Corporate Member's logo along with a paragraph describing their services and products. This content should be provided by the Corporate Member and not exceed 200 words in length.

## **RELATED DOCUMENTS**

- Privacy Policy
- Social Media Policy
- Acceptable Use of Electronic Media Policy

## **AUTHORISATION**



Andrew Fairbairn  
President  
1 May 2023  
Physical Disability Australia



Simon Burchill  
General Manager  
1 May 2023  
Physical Disability Australia

## APPENDIX A – SAMPLE CORPORATE MEMBERSHIP AGREEMENT

### CORPORATE MEMBERSHIP AGREEMENT

BETWEEN

PHYSICAL DISABILITY AUSTRALIA LTD (PDA)  
ABN: 79 081 345 164

AND

<CORPORATE MEMBER>  
ABN:

#### Introduction

This agreement outlines the obligations of PDA in return for a Corporate Membership fee of (\$amount) per annum. This Agreement covers the 1 year period from <Date> to <Date>.

#### Deliverables <delete as appropriate>

1. PDA will announce the Corporate Membership on it's Social Media feeds and provide links for interested followers to find out more about <Corporate Member's> goods and services:  
Facebook – [facebook.com/physicaldisabilityaustralia](https://www.facebook.com/physicaldisabilityaustralia)  
Twitter – [twitter.com/PDA\\_AU](https://twitter.com/PDA_AU)  
LinkedIn – [linkedin.com/company/physical-disability-australia-ltd/](https://www.linkedin.com/company/physical-disability-australia-ltd/)  
Instagram – [instagram.com/physical\\_disability\\_australia/](https://www.instagram.com/physical_disability_australia/)
2. PDA will display <Corporate Member's> trading name and logo on the organisations website home page ([www.pda.org.au](http://www.pda.org.au)) for the duration of the Corporate Membership along with a link to the Corporate Member's website.
3. PDA will publish <Number> of promotional blog posts (content to be provided by the Corporate Member) on the organisation's blog ([www.pda.org.au/blog/](http://www.pda.org.au/blog/)) per year, and promote them on our Social Media feeds.
4. PDA will organise, promote and run a webinar where <Corporate Member> can explain their disability-related services and products and answer questions from PDA members and other interested attendees. A recording of the webinar will subsequently be published on PDA's YouTube channel (<https://www.youtube.com/@physicaldisabilityaustralia>).
5. PDA will publish a 1 paragraph description of <Corporate Member> along with its logo in PDA's Annual Reports for the duration of the Corporate Membership.

#### Payment

In return for the above deliverables, <Corporate Member> will pay PDA an annual Corporate Membership fee of <\$ amount> in advance.

### **Intellectual Property Rights**

<Corporate Member> retains all rights associated with the copy they provide for promotional blog posts, its logo, and the contribution to PDA's Annual Report.

PDA retains all rights associated with the content of its Social Media posts regarding the Corporate Membership.

### **Confidentiality**

PDA will not, without written consent, reveal any personal information or contact details of <Corporate Member's> employees nor details of the Corporate Membership fees paid and the details of the deliverables committed to.

### **Membership Terms, Renewals and Terminations**

The Corporate Membership has a one year term from the date this agreement is signed by both parties. At the end of the year, and with the Executive's approval, the Corporate Membership can be renewed through the signing of a subsequent agreement for successive 1 year terms.

Should <Corporate Member> wish to terminate its Corporate Membership before the end of this Agreement's term, it may do so in writing. Following this notification of termination, PDA will cease work on it's deliverables and reimburse <Corporate Member> part of its Corporate Membership fee on a *pro-rata* basis.

### **Responsibility and Quality Assurance**

PDA's General Manager has the responsibility for ensuring that the deliverables PDA commits to are delivered in a timely fashion and are of a satisfactory quality. If <Corporate Member> is dissatisfied with the deliverables, the General Manager will attempt to resolve the matter to <Corporate Member's> satisfaction.

Signed on Behalf of  
Physical Disability Australia Ltd

Signed on behalf of  
<Corporate Member>

<Position>  
<Date>

<Position>  
<Date>