

Sponsorship Opportunities 2015

Australia



**RECRUITMENT AND CONSULTING
SERVICES ASSOCIATION**
AUSTRALIA & NEW ZEALAND

About RCSA

RCSA is the only industry body or professional association in Australia and New Zealand in recruitment, on-hire and consulting

Responsible for ensuring continued growth of the industry and professionalism of individuals within the industry

Owned by the profession – a not-for-profit association

Members of RCSA are the cream of industry – they choose to meet industry standards, to abide by the ACCC registered Code for Professional Conduct

More than 3,300 members (Corporate and Individual)

Stakeholder database of approximately 8,000

Members responsible for approximately 50% of the turnover of the industry in Australia and New Zealand



Recruiting and Consulting Services Association
Australia and New Zealand

About RCSA (continued)

Members represent all market segments and sizes from multinational organisations to niche market recruiters

Members are high level users of RCSA provided tools and resources, publications, education, events and more

Members attend approximately 250 RCSA Learning Centre and networking events per annum with up to 5,000 participants

RCSA is a member of Ciett – the International Confederation of Private Employment Agencies (the only Australian industry body member)

Operates specialist groups including the Association of Medical Recruiters Australia & New Zealand (AMRANZ) and Australian Association of Nursing Recruitment Agencies (ANRA)

Producer of significant and important industry research

Regular contributor to government – policy development and advice



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Channels to RCSA Members

Events and Education

RCSA Learning Centre runs approximately 250 programs per annum attracting close to 5,000 registrations

Sponsorship and exhibition opportunities to meet all budgets are available across most RCSA Learning Centre programs including:

- RCSA International Conference – the largest annual gathering of recruitment industry leaders in Australia
- RCSA Acumen Series presented by Greg Savage FRCSA (Life)
- RCSA Breakfasts – run quarterly across most major capitals
- RCSA Networking events
- RCSA Education – formal programs tailored for the recruitment industry
- Specialist Group Conferences (e.g. AMRANZ and ANRA)
- RCSA Awards
- RCSA Annual Gala Ball
- RCSA Webinars
- RCSA Master classes



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Channels to RCSA Members

Keystone Events and Programs

- Nominations close in February for the **RCSA Awards**
- February – **RCSA Acumen Series** presented by Greg Savage FRCSA (Life)
- May - **RCSA Annual Gala Ball**
- June - **RCSA PEARL Consultant Forum (AUS)**
- June- **RCSA PEARL Consultant Forum (NZ)**
- September - **RCSA International Conference**, the largest annual gathering of recruitment industry leaders in Australia and New Zealand
- **Education Pathways**
- **Master Classes**
- One off events such as **workshops, breakfasts, webinars, briefings**



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RCSA
LEARNING
CENTRE

Channels to RCSCA Members Online

RCSCA Website – key connection point to RCSCA members

- More than 7,500 – 10,000 hits per month
- More than 25,000 – 30,000 page views per month
- Average time on site 3-5 minutes
- More than 50% new visits per month
- Opportunities include home page tile ads and key page panel ads
- Investment starts at \$1,000 per ad per month
- Reduced rates available for multiple bookings

The screenshot shows the RCSCA website homepage. At the top, there is a navigation menu with links for Home, About, and Contact Us. A search bar is located in the top right corner. The main content area features a large banner for the '2013 RCSCA International Conference: The Leadership Edge' with the tagline 'Building a Competitive Advantage in a Changing World'. Below the banner, there are several content tiles: 'Latest News' with a link to 'RCSCA Award winners address NZ', 'Corporate Members' with a link to 'Phone WIL', 'Learning Centre' with a link to 'Contact the Learning Centre', and 'Newsletters' with a link to 'Join our newsletter'. A sidebar on the left contains 'Events', 'Members Groups', and 'Individual Members' sections. The footer includes social media links for Twitter and Facebook, and a 'Contact Us' button.



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Channels to RCSA Members Supplier Directory

- Online directory listing of suppliers promoted widely to RCSA members
- 100 word profile + logo + link
- Valued at \$330 (GST inclusive)
- RCSA Supporters listed for free
- Exclusive additional opportunity to provide RCSA member benefit via Special Offers to members

RCSA
RECRUITMENT AND CONSULTING SERVICES ASSOCIATION
AUSTRALIA & NEW ZEALAND

Partners and Supporters

Specialisations: [all] Company: []
Search

Principal Partner

kinetic
WE ARE COMMITTED TO GROWING YOUR BUSINESS

Kinetic Super is an industry fund with over 20 years' experience in managing super savings for Australians. Our name represents movement and comes from our focus to be the fund that moves with you. At Kinetic Super we are modern and progressive, priding ourselves on our personalised service to members and employers.

From the retail sector to recruitment and finance, our expertise and specialist knowledge set us apart. As the leading industry fund for recruitment and employment services for more than 20 years, we recognise the importance of assisting companies in managing their superannuation responsibilities and helping individual members to understand their superannuation.

Benefits

- A \$2.3 billion industry fund that operates for the benefit of over 350,000 members
- Low fees with competitive investment performance
- Online services - 24 hours a day, 7 days a week
- Affordable, highly-competitive insurance options

We have been a partner to the RCSA over the last 20 years, and we are excited by the opportunities ahead of us. To learn more about Kinetic Super, visit www.kineticsuper.com.au

Members: membersexperience@kineticsuper.com.au 1300 304 000
Employers: employerservices@kineticsuper.com.au 1300 304 044

Business Partner

OAMPS
Insurance Brokers

OAMPS Insurance Brokers is a Workforce Company. We're one of Australia's leading insurance brokers with strong relationships with all major insurers across Australia and overseas.

We are the leading insurance broker for recruitment agencies and their contractors and have provided the industry with insurance and risk management solutions for over ten years.

Understanding your industry risks:

- We have long enjoyed a reputation of working with some of Australia's most professional associations, like the Recruitment and Consulting Services Association (RCSA).
- Our professional knowledge and access to a wide range of respected underwriters, combined with RCSA's experience, has fostered a strong partnership to develop a professional insurance package that covers the specific risks relating to all Recruitment and Consulting Agencies.
- Our ability to provide innovative products in local and global insurance markets is what sets us apart from our competitors.

Special Offers for Members:
Enjoy discounted Insurance Premiums as a RCSA member



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Channels to RCSA Members Special Offers

- a no-cost add-on to the value proposition exclusively for RCSA Supporters
- gives RCSA Supporters the opportunity to promote goods and services direct to RCSA members via an exclusive “RCSA Member only” offer. Examples include discounts or free trials.
- provides Supporters with the opportunity to reinforce existing relationships and encourage new ones
- actively promoted on the RCSA website via your directory listing, in Newshub and featured in the RCSA Journal on a rotational basis.
- a highly valued member benefit. Supporters will be able to change their offer up to four times per year.



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Channels to RCSCA Members Newsletters

Online and Specialist Area Newsletters

Newshub

- Fortnightly publication
- Contains updates on current issues, news and RCSCA updates
- Open rate 20-25%
- Circulation 8,000+
- Opportunities available to purchase tile ads
- Investment starts at \$750 per ad per issue
- Discounts available for multiple bookings


RCSCA
RECRUITMENT AND CONSULTING SERVICES ASSOCIATION AUSTRALIA & NEW ZEALAND

Newshub

Facebook | Facebook | LinkedIn | Twitter | 28/1/2014
[Subscribe to Newshub](#) | [Archives](#)

Dear Cary, welcome to this fortnight's Newshub

New RCSA Memos for Corporate Members



Disciplinary Action following a vexatious bullying claim - With the new Bullying and Harassment jurisdiction now in place (from 1 January 2014), many Members may be concerned about the potential for employees to raise vexatious and false complaints, and the effect that these claims may have on their business. [Download the memo](#)


Tootheys decision appealed. [Download the memo](#)

Employing legal workers - revised 2014. [Download the memo](#)

Heat stress FAQ. [Download the memo](#)

News from RCSCA

Nominations for the 2014 RCSA Awards close 28 February. [Read more](#)



Registrations are now open for the RCSA PEARL Consultant Forum 2014 in Australia. Early bird rates are available until 18 February. [Read more](#)

Celebrate the winners of the 2014 RCSA Awards at the RCSA Gala Ball, to be held at the magnificent Regent Theatre in Melbourne on 22 May. Register your seat now for the recruitment industry's night of nights. [Read more](#)

The first edition of New Zealand Newshub will be sent to New Zealand members on Thursday 30 January.

Australian Industry News

ManpowerGroup releases Employment Outlook survey Q1 2014. [Read more](#)

State Revenue Office Victoria offers FREE payroll tax information webinars. [Read more](#)


Department of Employment Vacancy Report - December 2013. [Read more](#)

ABS Labour Force statistics - December 2013. [Read more](#)

Small Area Labour Markets - September Quarter 2013. [Read more](#)

WorkSafe WA launches OSH and labour hire workers campaign. [Read more](#)


RCSA Research - we request your participation



The third instalment of the RCSA hiring intentions survey will be sent to RCSA Members by Dr Nicole McNeil from La Trobe University on Wednesday 29 January.

The information captured will assist you to benchmark your organisation against industry market conditions and to assist external stakeholders to make policy decisions based on past and forecast employment and placement data within the economy. All information obtained by La Trobe University will remain confidential, and individuals will not be identified.

News from Ciett (International Confederation of Private Employment Agencies)



Ciett is the international authoritative voice representing the interests of agency work businesses. Its main objective is to help its members conduct their businesses in a legal and regulatory environment that is positive and supportive. RCSCA is the Australian member of Ciett.

Ciett Public Affairs report - December 2013. [Read more](#)

The End of work as we know it by Dennis Parnell, MD, Ciett. [Read more](#)

Save the dates: World Employment Conference 14 - 16 May, Belgium. [Read more](#)

ILO Global Employment Trends 2014: unemployment rises, positive role of private employment services recognised. [Read more](#)



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Channels to RCSA Members Newsletters

Learning Centre Update

- Weekly electronic newsletter
- Contains updates on Learning Centre programs, training, education and events
- Open rate 20-25%
- Circulation 8,000+
- Opportunities available to purchase tile ads
- Discounts available for multiple bookings.



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Channels to RCSA Members Newsletters

ANRA Newsletter

- Quarterly education meetings
- Newsletters prior to and post each education meeting
- Opportunities available to purchase panel ads
- Investment starts at \$250 per ad per issue
- Discounts available for multiple bookings.



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Channels to RCSA Members Newsletters

AMRANZ Newsletter

- Approximately four education meetings annually
- Newsletters for each education meeting
- Opportunities available to purchase panel ads
- Investment starts at \$250 per ad per issue
- Discounts available for multiple bookings.



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Channels to RCSA Members

Print

RCSA Journal

- Distributed to 3,100 people
- Pass-on readership of 25,000 owners, manager & consultants
- 4 issues per annum
- Limited advertising, advertorial and insert options available



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Channels to RCSA Members

Print

Conference Program and Compendium

The Conference final program has opportunities for full page, half page and quarter page advertisements.

Compendium inserts comprise traditional flyers, brochures or an item with a Conference theme.

The 2015 Conference theme to be announced shortly.



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Supporters

RCSA Supporter – Overview

Provides a tangible and strong connection to the recruitment industry

Sends a message to existing and prospective clients of commitment to the recruitment industry

Use RCSA Supporter program to expand your profile, grow networks and improve business opportunities with the recruitment, on-hire and workforce consulting sector

Maximise marketing exposure through multi-channel avenues to RCSA Members

Align your organisation with the industry you target 365 days a year

Keep abreast of important industry developments



Recruiting and Consulting Services Association
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Supporters

RCSA Supporter - Benefits

- Use of RCSA Supporter Logo – connect to RCSA 365 days a year!
- RCSA Supporter Certificate
- Online Supplier Directory Listing (100 Words & Logo) – Valued at \$300
- Exclusive rights to offer RCSA Members a “Special Offer”
- Rotational profiling in RCSA Newshub and RCSA Journal.
- Exclusive rights (at CEO discretion) to media release/feature story in RCSA Newshub for new products, services research papers etc
- Delivery of 1 hard copy RCSA Journal (valued at \$200pa)
- Access to RCSA Supporter rates to all Sponsorship/Advertising RCSA channels (minimum discount of 10%)
- Access to RCSA member rates for RCSA Events/Professional Development
- Access to RCSA Member Benefits (Lifestyle) Program for all staff
- Exclusive rights to build tailored RCSA Sponsorship Advertising Packages
- Cost A\$550 (GST inc) per annum.



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Premium Supporters

RCSA Premium Supporter - Overview

- High value bundled access across a number of RCSA channels at a significantly reduced rate
- Access to all RCSA Supporter benefits +
 - Exclusive access to electronic direct mail channel
 - Permanent rotational access to tile ad on home page
 - Exclusive offer to host a round table discussion at the RCSA International conference
 - Listed on website as RCSA Premium Supporter
 - Exclusive occasional free access/profiling & priority access to new channels
 - Guaranteed access to communication opportunities (e.g. product or research information to members via Newshub – one per quarter)
 - Or a tailored package to suit your needs

PREMIUM SUPPORTER



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Summary of Opportunities

Keystone Events	Online	Print	Supporter
RCSA Awards (submissions close 27 February)	Newshub tile ad \$750 + GST	RCSA Journal Advertising starts at \$935 incl GST	Supporter \$500 + GST
Acumen Series presented by Greg Savage FRCSA (Life) (February)	Learning Centre Update \$250 + GST	Conference Program advertising Starts at \$600 +GST	Premium Supporter Minimum \$15,000 + GST
Gala Ball (May) and announcement of RSCA Award winners	Website tile ads Starting at \$750 + GST		
PEARL Consultant Forums (AUS June, NZ June)	ANRA Newsletter \$250 + GST		
International Conference (September)	AMRANZ Newsletter \$250 + GST		
Education Pathways			
Master Classes			
One-off events such as workshops, breakfasts, briefings			

Become a Supporter or Premium Supporter

How to become a RCSA Supporter

Complete the [Supporter Application Form](#)

Return RCSA Supporter application form to **Carly Fordred** via

cfordred@rcsa.com.au or

Fax 03 9663 5099 or

PO Box 18028, Collins St East, VIC 8003 Australia

Your application will be processed after formal approval advised

How to become an RCSA Premium Supporter

Contact: Carly Fordred

Marketing & Communications Manager

T: +61 3 9663 0555

D: +61 3 9936 9412

E: cfordred@rcsa.com.au



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For More Information

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