



# Membership Agreement

1 March 2009 to 30 March 2010

SUNED (Sunshine Coast Education) is a member based organisation led by a voluntary committee representing the collective interests of individual secondary, ELICOS, VET and higher education providers in the broader Sunshine Coast region. SUNED's primary mandate is to seek to promote the Sunshine Coast as an attractive, viable and alternative destination for students and associated businesses

## **Mission:**

SUNED seeks to assist in increasing the total number of students on the Sunshine Coast by:

- Developing a regional brand that will enhance the marketing efforts of individual members;
- Harnessing the collective marketing resources of all interested parties to maximise the visibility of the Sunshine Coast as an education and training destination both within Australia and in agreed international markets;
- Ensuring that Sunshine Coast's capacity is known to all relevant state, federal and international agencies; and
- Coordinating generic promotional activity of the Sunshine Coast domestically and internationally.

## **Vision:**

To make the local and international market aware of the existence of the world class education and training opportunities on the Sunshine Coast.

## **Objectives:**

- To promote Sunshine Coast as a destination for students at all levels;
- To develop a recognised education brand for the Sunshine Coast generic and unified approach to promote and market the Sunshine Coast;
- To promote and expand business opportunities and openings for education service providers by providing a forum for regular communication and networking;
- To support partnerships and linkages that individual businesses have made with the local and international markets;
- To ensure that the strengths of the Sunshine Coast region as an education destination are front of mind with relevant state, federal and international agencies; and
- To identify, and develop, specific promotional and marketing opportunities using the SUNED brand.

## **Membership Benefits:**

- 12 months representation and access to the SUNED website;
- 12 months promotion of your company (profile, logo, link to your web site) on the SUNED website (profile for individual members will be smaller than corporate members);
- Supply of SUNED/Sunshine Coast Information Brochures (on a proportional basis);
- Complimentary participation in internal Networking Forums and Events (forecast to be at least four per year). Other associated events will be provided at a discount to members;
- Members will receive an email update/newsletter from SUNED at least four times a year;
- SUNED membership certificate to display on own premises;
- Opportunity to be an affiliated member with SUNED and cross promote your institution/company, products and services through your membership to other members;
- Opportunity to be part of the only education industry group on the Sunshine Coast, which will work on behalf of members to raise issues to local, state and federal governments;
- Opportunity to receive briefings from visitors to the Sunshine Coast who will be targeted to address SUNED as a group throughout the year;
- Opportunity to seek funding as SUNED from local, state and federal education bodies to address issues of importance to the SUNED membership; and
- The Leaders Group of SUNED will be working hard to identify additional membership benefits such as discounts from local business providers for our members etc.



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## Membership Conditions:

SUNED is a member based association that focuses on the marketing of the Sunshine Coast as a study destination. Membership is open to any individual or organisation concerned with the delivery of education and training, or ancillary services to students.

SUNED will appoint an Executive Group consisting of up to four (3) financial members for a 12 month period. The Executive Group may be called upon to represent the interests of the broader SUNED group if/as required. SUNED members are encouraged to be involved in working group committees.

- Members agree to pay the appropriate annual membership fee within the established timeframes. This fee is applicable to the period 1 April 2008 to 30 March 2009;
- All members agree to take an active role in the development of SUNED's mission and activities and actively contribute to the development of a marketing strategy/plan to promote SUNED/Sunshine Coast to students and local/international bodies;
- Members agree to provide their organisation's logo to SUNED for the purposes of marketing only. SUNED will not disseminate or in any other way distribute any member's commercial brand without the express and written permission of the member;
- Members agree to collaborate to the extent possible, and consistent with commercial and competitive prudence, to promote the education and training opportunities to all SUNED members for the benefit of the Sunshine Coast;
- Members will provide a 200 word company profile for use in hard and soft versions of any generic SUNED materials; and
- Members agree that the administration costs of maintaining the above initiatives will be reimbursed from the collective Annual Membership fee.

All applications for memberships will be submitted to the Executive Group for acceptance. SUNED Executive Group reserves the right to deny applications for membership.

## Membership Costs:

It is intended that fees are kept to an absolute minimum so as to ensure the delivery of services/actions for members.

- Individual Membership (1 person or 1 person company/service provider) - \$200
- Education Institution (2 members from one institution/company) - \$300
- Ancillary Service Provider (2 members from one institution/company) - \$300
- *If more than 2 members from one company/institution want to participate in SUNED activities (i.e. networking events, briefings etc.), an additional charge will apply as determined by the event, associated cost recovery and the SUNED Leadership Group.*

Company Name:	Contact Name:
Postal Address:	Street Address:
Ph:	Email:
Fax:	Web:

## Member Annual Payment:

Credit Card Type:	Company Name:
Name on card:	Card Number:
Expiry Date:	Security Number:

I/We (please print name and sign) \_\_\_\_\_  
agree to the above membership conditions and agree to pay the annual fee membership fee.

Date: / /



Post form to: c/o Sunshine Coast Enterprises, PO Box 333, Wurtulla QLD 4575