



Australia China Alumni Association

Corporate Partnerships

Australia China Alumni Association



- 01 | About ACAA
- 02 | Partnership Benefits
- 03 | Contact ACAA
- 04 | Appendix



Australia China Alumni Association

01 | About ACAA

- Since being launched at the Australian Embassy in Beijing in September 2007, the Australia China Alumni Association (ACAA) has grown to work with an elite selection of top Australian partner Universities from across 7 states and territories.



- The ACAA is the largest Australia-China people-to-people network and serves as a high-profile umbrella not-for-profit NGO with the aims of promoting Australian education via the success of alumni, and supporting alumni in China through business and social networking.



- Approximately 90% of our members are returning Chinese nationals and 10% are expatriates.
- With staff in three major cities in China (Beijing, Shanghai & Guangzhou) as well as Alumni Chapters in other cities across the country, the ACAA runs an active program of events in China to support its university partners and provide opportunities to its alumni members.
 - **Australia China Alumni Awards:** our annual flagship event now in its 9th year
 - **ACAA Mentor Program:** providing alumni members the opportunity to become a mentee to a range of experienced Australia-China mentors
 - **Alumni Events:** career workshops; ski/hiking day trips; alumni speaker series; professional seminars; social sporting competitions; food/wine tastings, alumni gatherings in 2nd tier cities (e.g. Nanjing, Xiamen, Hangzhou and Shenzhen)
 - **University Partner Events:** alumni reunions, welcome home receptions, public lectures, individual faculty dinners and receptions, Vice-chancellor missions and gatherings etc
 - **Supported Events:** Australian Ambassador to China, Australian Embassy and Consular Offices, Australia Chambers of Commerce, Corporate Partners





Australia China Alumni Association

02 | Partnership Benefits

With currently 16,000+ alumni members across Greater China (including Hong Kong & Taiwan), a corporate partnership is an outstanding opportunity to raise the profile of *YOUR* organisation through direct communication with potential customers, employees and collaborators whilst supporting a sustainable not-for-profit organization here in China.

Through the largest people-to-people Australia China organization, your organisation will gain access to a unique pool of Australian-educated, forward-thinking and internationally-minded individuals.

At the same time our Corporate Partners will be contributing to the strengthening and deepening of the Australia-China relationship across a variety of industry sectors.

A corporate partnership with ACAA lasts at minimum one year, however we are very keen to develop strong, long-term relationships with our partners.

Through four different levels of corporate partnership (Platinum, Gold, Silver, Bronze) providing a variety of benefits:

- **Promotion**
- **Involvement**
- **ACAA Mentor Program**
- **Australia China Awards**
- **Talent Acquisition**
- **Market Research**

We are confident that we can meet your organisation's needs.

Please feel free to get in touch with our teams in Beijing, Shanghai and/or Guangzhou if you have any questions regarding our Corporate Partnerships.



Australia China Alumni Association

Partnership Benefits		Partnership Level			
		Platinum	Gold	Silver	Bronze
Promotion					
1	Website				
1.1	Logo on homepage <i>(including link to Partner profile page)</i>	✓	✓	✓	✓
1.2	Partner profile page <i>(including link to Partner's home page)</i>	✓	✓	✓	✓
2	WeChat Platform				
2.1	Participate as moderator in Hot Topic section	✓	✓	✓	
2.2	Partner profile page in Hot Topic section	✓	✓		
3	Monthly Newsletter				
3.1	Display logo	✓	✓	✓	✓
3.2	Logo linked to partner profile page on ACAA website	✓	✓	✓	
3.3	Event promotion in our monthly event calendar	✓	✓	✓	✓
3.4	Soft content in Hot Topic section <i>(including brief partner introduction)</i>	✓	✓		
4	Tailored EDM				
4.1	Tailored soft content <i>(explaining partner's services and/or products)</i>	✓ (Quarterly)	✓ (Quarterly)	✓ (Semi-annually)	
4.2	Customized newsletter <i>(promoting partner's events/campaigns)</i>	✓	✓		
5	ACAA Presentations				
5.1	All ACAA presentations contain a slide about our corporate partners	✓	✓	✓	✓
Involvement					
6	Involvement				
6.1	Working Committee member	✓	✓		
6.2	Steering Committee member	✓			
7	Activity <i>(Excluding Alumni Awards)</i>				
7.1	Logo included in ACAA's printed/digital brochure	✓	✓	✓	✓
7.2	Opportunity to display roll-up poster at all offline ACAA events	✓	✓	✓	
7.3	Opportunity to distribute marketing material at all offline ACAA events	✓	✓		
7.4	One joint event with ACAA <i>(e.g. job fair, special event)</i>	✓	✓		
7.5	Invitation to VIP events <i>(e.g. Embassy events, Ministerial visits)</i>	✓	✓		



Australia China Alumni Association

7.6	Opportunity to host an industrial visit	✓	✓		
ACAA Mentor Program					
8.1	One partner representative to join ACAA Mentor Program and attend Mentor Gathering Dinner	✓	✓	✓	
8.2	One partner representative speaks in mentee's online sharing section	✓	✓		
Australia China Alumni Awards					
9.1	Individual Award Sponsor (includes associated Award Sponsor benefits)	✓			
9.2	Member of Awards Judging Panel	✓			
Talent Acquisition					
10.1	Job position advertisement on ACAA's website, on WeChat platform and in ACAA's monthly newsletters	✓	✓	✓	✓
10.2	One job position advertisement at top of the Jobs list on ACAA's website	✓ (12 months)	✓ (6 months)	✓ (3 months)	
10.3	Job position promoted on ACAA's WeChat and Weibo platforms	✓ (5 times)	✓ (3 times)	✓ (1 time)	
10.4	Job position opportunities promoted within all or selective ACAA Alumni WeChat groups	✓ (5 times)	✓ (3 times)	✓ (1 time)	
10.5	Job position recommended on ACAA's home page	✓ (3 positions)	✓ (2 positions)		
10.6	Tailored job alert EDM sent to selected/targeted member groups	✓	✓		
Market Research					
11.1	Tailored market research service	✓			
Yearly Fee		A\$ 15,000	A\$ 10,000	A\$ 7,500	A\$ 2,500
		¥ 76,800	¥ 51,200	¥ 38,400	¥ 12,800
Discount sign up for 2 years		10%	5%	3%	3%
Discount sign up for 3 years		15%	10%	5%	5%
Industry Exclusivity		+ 100%	+ 150%	N/A	N/A

Note: Further details about the Partnership Benefits can be found in the Appendix



Australia China Alumni Association

03 | Contact ACAA

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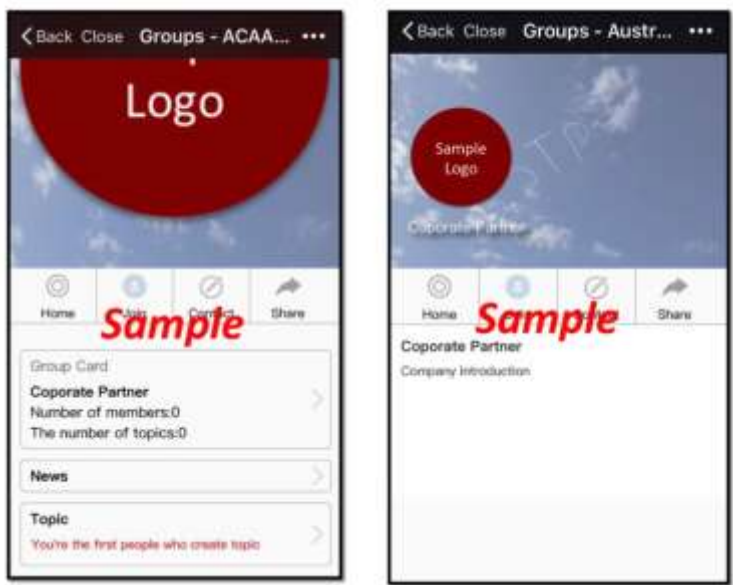
Australia China Alumni Association

04 | Appendix

Partnership Benefit		Details
Promotion		
1	Website	
1.1	Logo on homepage (including link to Partner profile page)	<ul style="list-style-type: none"> Logo file should be provided by partner (png, jpg, jpeg format are accepted, the recommended file size is under 500KB). The logo will be displayed in the Partners section on ACAA's website. Partner profile page will be opened in a new window once click on partner's logo.
1.2	Partner profile page (including link to partner's home page)	<p>Partner is entitled to:</p> <ul style="list-style-type: none"> Put a brief introduction and contact details up to 500 words in total on its profile page, can be written in English, Chinese or both (written by partner, proved by ACAA) Display partner's logo (provided by partner, png, jpg, jpeg format are accepted, the recommended file size is under 500KB) Display up to 3 images (logo excluded, provided by partner, png, jpg, jpeg format are accepted, the recommended file size for each image is under 500KB) Display the link for its own website
		
2	WeChat Platform	
2.1	Participate as moderator in Hot Topic section	Partner is entitled (with a corporate account) to access to Hot Topic section on ACAA's website and WeChat Platform as topic moderator - to (include but not limited to) post a topic, answer alumni users' questions and/or interact with other alumni users.
2.2	Partner profile page in Hot Topic section	<ul style="list-style-type: none"> Partner is entitled with a profile page in Hot Topic Section on ACAA WeChat platform that can be viewed by clicking on its avatar. Partner profile page includes (but not limited to) corporate logo as avatar, brief introduction.



Australia China Alumni Association



3 Monthly Newsletter		
3.1	Display logo	<ul style="list-style-type: none"> • Logo file should be provided by partner (png, jpg, jpeg format are accepted, the recommended file size is under 500KB). • The logo will be displayed in the Partners section on ACAA's monthly newsletter.
3.2	Logo linked to partner profile page on ACAA website	Partner profile page will be opened in a new window once click on partner's logo.
3.3	Event promotion in our monthly event calendar	Events host/co-organised by partner will be listed on the Event Calendar section in our monthly newsletter.
3.4	Soft content in Hot Topic section (including a brief partner introduction)	<ul style="list-style-type: none"> • Partner's introduction will appear in soft content format and embedded in the Hot Topic section in monthly newsletter once partner can be related to particular topic. • Soft content should be written by partner and it is up to 150 words and approved by ACAA.



Australia China Alumni Association

<div style="border: 1px solid black; padding: 5px;"> <h3>Upcoming Events 最新活动</h3> <p>University of Canberra China Alumni Chapter Launch</p>  <p>UNIVERSITY OF CANBERRA</p> <p>Guangzhou: Saturday 30th July Location: 94 Fong Cafe</p> <p>AustCham Shanghai Graduate Career Fair</p>  <p>Shanghai: Saturday 27th August Location: Crown Plaza</p> <p>La Trobe University 2016 Alumni Seminars</p>  <p>Shanghai: Sunday 11th September Location: East China Normal University</p> <p>Beijing: Monday 12th September Location: JW Marriott Beijing Central</p> </div>	<p>You or your alumni friend has recently changed jobs? Share about it with us.</p> <p>Email the ACAA team</p> <div style="border: 1px solid orange; padding: 5px; background-color: #f9e79f;"> <h3>Latest Job Opportunities 招聘版面</h3> </div> <p>Beijing:</p> <ul style="list-style-type: none"> Media and Research officer LE4 Sales Consultant Senior High School Teacher Marketing Development Manager LE3 Visa Processing Officer and LE2 Client Services Officer, Australian Embassy Beijing <p>Guangzhou:</p> <ul style="list-style-type: none"> Client Service & Administration Officer-Australian Consulate General Administrative Officer - Integrity, Australian Consulate General Chinese LE3 Visa Processing Officers in the Dept. of Immi & Border Protection Executive Officer-Australia Chamber of Commerce Marketing Manager ANZ Navitas <p>Shanghai:</p> <ul style="list-style-type: none"> PR Supervisor Property Officer (LE4), Australian Consulate General Shanghai Project Coordinator Research, Visas & Public Diplomacy Manager (LE5)- Australian Consulate General CPA Member Services Manager 现代金融 销售经理
<div style="border: 1px solid black; padding: 5px;"> <h3>Hot Topics 热点话题</h3> <p>Top 3 hot topics this month</p> <ol style="list-style-type: none"> 1. ACAA: What is your best experience living and studying in Australia? (Reply: 53) 2. Jenny: What is your tips/suggestions for starting your first job? (Reply: 48) 3. Liang: A complete guidebook on must-know tips for recent returnees (Reply: 39) <p><i>If you want to create a topic and discuss with our alumni, feel free to join us now on Hot Topics!</i></p> <p>Your Australian University is looking for you!</p> <p>你的母校在找你!</p> </div>	<p>Email the ACAA team.</p> <div style="border: 1px solid orange; padding: 5px; background-color: #f9e79f;"> <h3>Latest Job Opportunities 招聘版面</h3> </div> <p>Beijing</p> <ul style="list-style-type: none"> Senior Public Affairs and Culture Officer Manager of Communication and Business Development, Beijing (part-time position) Senior Cultural Relations Officer (LE5) Senior Social Media/Communications Manager (LE6) <p>Shanghai</p> <ul style="list-style-type: none"> Education Manager HR Associate and Office Manager Online Word/Buyer

4 Tailored EDM		
4.1	<p>Tailored soft content <i>(explaining partner's services and/or products)</i></p>	<p>Soft content includes:</p> <ul style="list-style-type: none"> Up to 500 words explanation (should be written by partner and approved by ACAA; ACAA is entitled to edit the soft content with particular angles/topics accordingly. Up to 3 images including partner's logo (images should be provided by partner, png, jpg, jpeg format are accepted, the recommended size for each image is under 500KB) The tailored EDM will be sent out to selective or all alumni groups quarterly/semi-annually based on the category of partnership.
4.2	<p>Customized newsletter <i>(promoting partner's events/campaigns)</i></p>	<p>Partner is entitled to have:</p> <ul style="list-style-type: none"> A special –designed EDM poster with event/activity/campaign details up to 300 words sent to selective or all alumni (details and logo should be provided by partner) <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> Brief explanation of partner's event/activity/campaign up to 500 words and 3 images (including partner's logo, explanation should be written by partner and proved by ACAA, images should also be provided by partner, png, jpg, jpeg format are accepted, the recommended size for each image is under 500KB)



Australia China Alumni Association

5	ACAA Presentations	
5.1	All ACAA presentations contain a slide about our corporate partners	Partner's logo will be displayed on ACAA's Presentation PPT Partners slide, the logo should be provided by partner (png, jpg, jpeg format are accepted, the recommended file size is under 500KB).
Involvement		
6	Involvement	
6.1	Working Committee member	ACAA's local Working Committees serve the purpose of strengthening strategic relationships. The committee consists of <ul style="list-style-type: none"> ● Senior advisors ● Members voluntarily taking different responsibilities
6.2	Steering Committee member	The Steering Committee has been selected to govern and provide a sustainable direction for the ACAA. Regular meetings via teleconference are scheduled quarterly, and documented and distributed accordingly.
7	Activity (Excluding Alumni Awards)	
7.1	Logo included in ACAA's printed/digital brochure	Partner's logo will be displayed in Partner section on ACAA's printed/ digital brochure and ACAA will keep partner up-to-date with upcoming events.
7.2	Opportunity to display roll-up poster at all offline ACAA events	Promotional roll-up poster should be printed and provided by partner, ACAA will keep partner up-to-date with upcoming events.
7.3	Opportunity to distribute marketing material at all offline ACAA events	Promotional marketing material should be produced and provided by partner, ACAA will keep partner up-to-date with upcoming events and help distribute the marketing material.



Australia China Alumni Association

7.4	One joint event with ACAA (i.e. job fair, special promotional event)	Partner is entitled to host a joint event with ACAA and ACAA provides assistance on promotion. *Details of the event can be discussed directly with the ACAA. *		
7.5	Invitation to VIP events (e.g. Embassy events, Ministerial visits)	Invitations may be limited due to the nature of the event		
7.6	Opportunity to host an industrial visit	Partner is entitled to host an industrial visit to its company and ACAA will help organize, promote and invite selective alumni. *Details of this can be discussed directly with the ACAA. *		
ACAA Mentor Program				
8.1	One partner representative to join ACAA Mentor Program and attend Mentor Gathering Dinner.	<ul style="list-style-type: none"> Partner is entitled to recommend a corporate representative/employee to join the ACAA Mentor Program and become a mentor. The chosen representative is entitled to attend the Mentor Gathering Dinner *Details of the ACAA Mentor Program participation are available upon request. *		
8.2	One partner representative speaks in mentee's online sharing section.	<ul style="list-style-type: none"> Partner is entitled to recommend a corporate representative/employee to speak in mentee's online sharing section. The chosen representative is allowed to share personal experience or corporate service/products only if it is related to the topic of particular sharing section. *Details of ACAA Mentor Program participation are available upon request. *		
Australia China Alumni Awards				
9.1	Individual Award Sponsor (includes associated Award Sponsor benefits).	Partner is entitled to: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Access Benefits: <ul style="list-style-type: none"> 2 complimentary tickers Discounted additional tickets Seated with finalists Introduction to VIP guests First option for sponsorship of following year's Awards </td> <td style="width: 50%; vertical-align: top;"> Promotional Benefits: <ul style="list-style-type: none"> Sponsor name in Award title. Sponsor's logo and name on all promotional materials, ACAA website/email publicity campaign/ press releases/social media/printed media/ads in Australian Chambers of Commerce/events announcement/partner university network as well as branded table/banners/dinner program/video screen/gift bags at the Awards Gala Dinner </td> </tr> </table>	Access Benefits: <ul style="list-style-type: none"> 2 complimentary tickers Discounted additional tickets Seated with finalists Introduction to VIP guests First option for sponsorship of following year's Awards 	Promotional Benefits: <ul style="list-style-type: none"> Sponsor name in Award title. Sponsor's logo and name on all promotional materials, ACAA website/email publicity campaign/ press releases/social media/printed media/ads in Australian Chambers of Commerce/events announcement/partner university network as well as branded table/banners/dinner program/video screen/gift bags at the Awards Gala Dinner
Access Benefits: <ul style="list-style-type: none"> 2 complimentary tickers Discounted additional tickets Seated with finalists Introduction to VIP guests First option for sponsorship of following year's Awards 	Promotional Benefits: <ul style="list-style-type: none"> Sponsor name in Award title. Sponsor's logo and name on all promotional materials, ACAA website/email publicity campaign/ press releases/social media/printed media/ads in Australian Chambers of Commerce/events announcement/partner university network as well as branded table/banners/dinner program/video screen/gift bags at the Awards Gala Dinner 			
9.2	Member of Judging Panel	Partner is entitled to have one position in the Judging Panel.		
Talent Acquisition				
10.1	Job position advertisement on ACAA's website, WeChat platform and in ACAA's monthly newsletters	Partner is entitled (with an ACAA website account) to post job position advertisement directly on job opportunity webpage by logging in to the ACAA website. The posted advertisement will be displayed on ACAA's website, WeChat Platform and monthly newsletter after being approved by ACAA.		
10.2	One job position advertisement at top of the Jobs list on ACAA's website	<ul style="list-style-type: none"> Partner is entitled to have ONE selected Job position advertisement set at the TOP of the job list on the Job Opportunity webpage on ACAA's website. Such position will remain for a quarter/ half-year /a year according to the category of partnership and partner can switch another job position advertisement to the TOP position halfway through this period 		
10.3	Job position promoted on ACAA's WeChat and Weibo platforms	<ul style="list-style-type: none"> ACAA will promote partner's job position advertisement in particular written post on WeChat and Weibo platforms. Partner will be entitled for 5/3/1 post(s) annually according to the category of partnership. Each post can include up to 5 job positions. 		



Australia China Alumni Association

10.4	Job position opportunities promoted within all or selective ACAA Alumni WeChat groups	<ul style="list-style-type: none"> • ACAA will forward partner's job position advertisement to all or selective ACAA Alumni WeChat groups with brief recommendation 5/3/1 time(s) annually throughout a year according to the category of partnership. • Each forward is allowed to include up to 5 job positions.
10.5	Job position recommended on ACAA website	<ul style="list-style-type: none"> • Partner is entitled to have 3 or 2 (based on the category of partnership) job positions advertisements marked as RECOMMENDED on the Job Opportunity web page on ACAA's website annually. • Partner can switch another job opportunity advertisement to be marked as RECOMMENDED halfway through the year.
10.6	Tailored job alert EDM sent to selected/targeted member groups	<ul style="list-style-type: none"> • The tailored job alert EDM includes: brief explanation of employing companies, details of job positions, up to 1,000 words in total (written by partner and approved by ACAA). • ACAA will design the EDM format. • The tailored EDM will be sent out to selected or targeted member groups upon request.

Website



Newsletter





Australia China Alumni Association

WeChat Platform

WeChat Group

EDM

Market Research

11.1	Tailored market research service	<p>If and when partner has a particular need for market research in relation to Australian alumni, we will assist to:</p> <ul style="list-style-type: none"> • Customize the questionnaire according to partner's requirements (information such as research objectives, particular questions, target audiences, sample size, should be provided by partner to help define an appropriate sampling method and data analysis) • Send out the questionnaire to target audience and collect the data • Data analysis <p><i>*Details of market research service should be discussed and agreed by ACAA and partner before being carried out *</i></p>
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Australia China Alumni Association

Corporate Partnerships

Australia China Alumni Association

