

Liquor Stores Association of Western Australia

## Your Partners in Business

## Welcome

FOR MORE THAN 70 YEARS THE LIQUOR STORES ASSOCIATION OF WESTERN AUSTRALIA HAS BEEN A STRONG AND ESSENTIAL ADVOCATE IN THE VIABILITY AND EXPANSION OF THE INDEPENDENT PACKAGED LIQUOR INDUSTRY.



The LSA has withstood the test of time, pivoting, and responding to changing legislation and global events, achieving unprecedented reforms for the benefit of its partners.

> This can be best illustrated during the emergence of the COVID-19 pandemic where the LSA's strong government relations, lobbying and advocacy for its partners was vital.

Unlike other small businesses, LSA partner stores were never forced to close their doors.

The LSA ensured the industry remained an essential service which in turn enabled suppliers to sell their product through its "brick-and-mortar stores".

> The Association's lobbying and advocacy was also paramount in removing Proof of Vaccination requirements that were imposed on our partners.

The LSA played a significant role in the industry's future by fighting for common sense legislation to restrict the proliferation of stores over 400-square metres.

The Association has also supported the implementation of harm minimisation measures such as the Banned Drinkers Register, that is now in operation across four jurisdictions (Kimberley, Pilbara, Goldfields, and Gascoyne).

We have also worked closely with the State Government to impose tougher measures around carriage limits to penalise black-market operators commonly known as "sly groggers".

As well as a strong political network the LSA has built several significant relationships with industry partners like the Australian Hotels Association (AHAWA), Wines WA and others.

These relationships strengthen our lobbying power for the benefit of our partners.

Furthermore, we have developed a strong collaboration with Master Grocers Australia (MGA) which provides our partners with Human Resources services (HR) and legal advice at no additional cost.

The role of the LSA WA continues to provide our partners the services and knowledge to help manoeuvre around changing landscapes that may impact on their operation.

However, this would not be possible without the ongoing support of our business partners.

> Partnering with the LSA opens a wide range of opportunities to directly engage with your target market of more than 300 owned small family businesses (liquor stores) across the state.

It is your commitment that ensures the continued growth and development of the association and in turn the sustainability of a diverse and independent packaged liquor industry.

Kind regards,


Lou Spagnolo
Chairperson
Liquor Sores Association WA

## Podcast Studio

Our regular podcast series "Packaged" (as in packaged liquor) is a fun and informative way for our partners and business partners to communicate, educate and showcase their latest offerings and services.

The show also puts the spotlight on the political machinations which affect our industry.


## Business Partnerships

## SILVER PARTNER

1 - As a Silver Partner you will receive email notifications of new liquor license applications to enable you to contact these businesses during their initial development.

2 - Your business will receive an opportunity to advertise your products or services in our on-line newsletter "Packaged".

The annual fee for a SILVER PARTNERSHIP is from \$2,750 (ex GST) per year.

## GOLD PARTNER

1 - Your logo will be displayed on the large video screens throughout the evening of the Western Australian Liquor Industry Awards on a high frequency rotation.
$\mathbf{2 - Y o u}$ will receive 4 tickets to the LSAWA Liquor Industry Awards Night.

3 - Your business will receive an opportunity to advertise your products or services in our on-line newsletter "Packaged".

4 - Within the LSAWA website your branding will be added to the Gold Business Partners page. This logo will be linked back to your website.
$\mathbf{5}$ - You will have a dedicated mailout to our partners. This will enable you to promote your products or services direct to your market.

6 - As a Gold Partner you will receive email notifications of new liquor license applications to enable you to contact these businesses during their initial development.

7-Your company will also receive by negotiation other services to the mutual benefit of business partners and partners.

8 - You will have access to our green screen studio to record one podcast which will be aired on our popular podcast series Packaged.

The annual fee for a GOLD PARTNERSHIP is from \$5,500 (ex GST) per year.

## PLATINUM PARTNER



1 - Your company will receive ten complimentary tickets to the Western Australian Liquor Industry Awards.

2 - Your logo will be displayed on the large video screens throughout the evening of Western Australian Liquor Industry Awards on a high frequency rotation.

3 - Your business will receive an opportunity to advertise your products or services in our on-line newsletter "Packaged".

4 - Within the LSAWA website your branding will be added to the Platinum Business Partners page. This logo will be linked back to your website.

5 - You will be included in the public directory of the LSAWA on-line resource. Your company logo and contact details will be listed and linked to a website of your choice.

6 - As a Platinum Partner you will receive email notifications of new liquor licence applications to enable you to contact these businesses during their initial development.

7 - Your company will also receive by negotiation other services to the mutual benefit of business partners and partners.

8 - You will have access to our green screen studio to record two podcasts which will be aired on our popular podcast series Packaged.

The annual fee for a PLATINUM PARTNERSHIP is from \$11,000 (ex GST) per year.


## AWARD NAMING RIGHTS

Your company will be the only Corporate partner in the agreed market sector/s in this category. Your company will be the naming rights sponsor to the Western Australian Liquor Industry Awards.


1 - Your company will be given naming rights and will present an award at the Western Australian Liquor Industry Awards. You will be able to make a small speech prior to presenting your award.

2 - Your logo will be displayed on the large video screens throughout the Western Australian Liquor Industry Awards on a high frequency rotation throughout the evening.

3 - Your company will receive two complimentary tables (twenty tickets) to the Western Australian Liquor Industry Awards.

4 - Your business will receive 12 opportunities to advertise your products or services in our on-line newsletter.

5 - You will have 6 dedicated mailouts to our partners enabling you to promote your products or services direct to your market.

6 - Within the LSAWA website your branding will be added to the Diamond Business Partners page. This logo will be linked back to your website.

7 - Your company will receive special offers and invitations to LSAWA networking events throughout the year available only to Diamond Partners.

8 - As a Diamond Partner you will receive email notifications of new liquor licence applications to enable you to contact these businesses during their initial development.


9 - Your company will also receive by negotiation other services to the mutual benefit of business partners and partners.

10 - Being centrally located in the West Perth business district and a tenminute walk from state parliament the LSAWA boardroom facilities are a convenient meeting venue. They are available to you to book at no cost.

11 - You will have unlimited access to our green screen studio for the recording of interviews and podcasts which can be broadcast on our popular podcast series "Packaged".

The annual fee for a Diamond Partnership is available upon application.

## Our Partners



Liquor Stores Association of Western Australia
lsawa@lsawa.asn.au
(08) 93215022

No 25, 2nd floor,
Centrepoint Tower
123B Colin Street
West Perth, WA, 6005

