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NATIONAL  
PRESS CLUB  
OF AUSTRALIA

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***Access to Influence***

Corporate Membership of the National  
Press Club of Australia

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## Corporate Membership of the National Press Club of Australia

The National Press Club of Australia is proud to partner with organisations that align with our brand and values. Organisations may be involved at varying levels and we tailor options to ensure relevance and ongoing value for our partners.

A Corporate Partnership with us is about so much more than just signage and “bragging rights”. We look at our partnerships as being a crucial component of the marketing mix and as a tool to ultimately increase access to the media and political spheres for our partners. Our aim is to complement the policy and advocacy work of our partners.

Services and facilities for corporate members include:

- Brand Association with inclusion on the partners board in the club foyer
- Opportunity to participate in the annual Corporate Golf along with political figures and senior journalists
- Exclusive Media board room briefing for your CEO or a senior representative with members of the federal Parliamentary Press Gallery and other relevant journalists. Such access to the elite of Australia’s political journalism is rare and a highly regarded event by all who participate
- Individual memberships to be nominated by you
- Seats at National Australia Bank Addresses throughout the year
- Table signage
- Placements at President’s Circle events (usually PM, Post Budget and extraordinary speakers)
- Access to tables at the premier political and media event the annual Public Affairs dinner
- Room hire and catering for functions such as private dining, media briefings, staff Christmas party, training workshops, dining in The Column Restaurant (including private dining) etc
- Recognition and promotion on the National Press Club of Australia web site
- Reciprocal rights with press clubs throughout the world
- Transcripts, DVD’s and videos of National Australia Bank Addresses.

Opportunities at the next level would be the sponsorship of key events or programs such as journalism awards, sponsored membership programs and corporate sporting events.

Corporate membership is priced on application.

## About the National Press Club of Australia

For people who shape Australian society, the National Press Club is **Australia's most recognised vehicle**, an icon chosen for major statements and for initiating change.

Whether the issue of the day is political, economic, corporate, diplomatic, military or societal, the National Press Club plays a significant role in Australian Society.

**Companies that share this stage and image have distinct advantages over their competitors.**

The National Press Club is an **icon institution that reaches the influencers and decision makers of Australia**; be they Federal or State Parliamentarians, political advisors, Government Heads of Departments, diplomatic community, academia, legal and other professions, journalists including the Federal Parliamentary Press Gallery or just thinking Australians many of whom are leaders in their own communities.

The National Press Club is Australia's best known institution for informed discussion and debate for over 40 years.

The first person ever to address the National Press Club was Chief Justice Sir Garfield Barwick in 1963. Since then the club has hosted Addresses from a vast array of visiting international figures, Heads of State, Religious leaders, innovators and of course our political leaders including every Prime Minister/ Opposition leader every year over the past 40 + years.

Becoming a corporate member of the National Press Club allows organisations to **gain a privileged position** with the Fourth Estate and influence in the Nation's Capital.

The National Press Club of Australia is also a **great social spot**, where you can mix with people of similar sensibilities. In Canberra, the National Press Club is recognised as the **thinking person's social venue**.

With membership comes the unique opportunity to entertain valuable clients and reward your team members with our National Australia Bank Addresses, The restaurant and balcony and Club Lounge which are all ideal for networking or relaxing.

We invite you to enjoy the privileges of corporate membership. Corporate Members include:

**National Australia Bank, Telstra, IBM, Medicines Australia,  
Qantas, AusAccess, Engineers Australia, Genesys Alcatel,  
UXC, Dataflex, Kreab Gavin  
Anderson, Macquarie Bank, Hawker Britton,  
Casella Wines, HP, McAfee, VISA.**

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## Key Products for leverage by Corporate Partners

### 1. Brand Association

Business partners of the club are generally selected from iconic Australian and International brands with a natural link to our core brand values. Partners include National Australia Bank, Telstra, Qantas, Medicines Australia, News Ltd and IBM.

“**Corporate Partner**” naming rights of the National Press Club of Australia (NPCA)

The integrity of brand association with the NPCA.

Recognition of Corporate Membership in Club entry foyer, Club web site & web site link (sponsors section)

### 2. Access to Influence

Membership of the National Press Club of Australia is made up of the countries leading journalists and media executives in particular members of the Federal Parliamentary Press Gallery. When you see a name on the front page of your morning newspaper it is highly likely they are an active member of the Club or perhaps even on our Board of Directors. Politicians and their key staff make up the second largest component of our membership followed by senior Government bureaucrats, corporate executives, members of the Military, Diplomatic Corps and thinking Australians in general. Along with being based in Canberra our members are based throughout Australia and also internationally. Each week we reach hundreds of thousands of Australians through the live TV broadcast of the National Australia Bank Address.

### 3. Key Hospitality Options

#### **National Australia Bank Addresses**

Our weekly address combines a fascinating speaker with a premium luncheon. Timing is limited to 2 hours due to the broadcast which enables those with a busy schedule to participate without undue interference with the busy work day. The address has long been recognised as a home of discussion and debate and seen as a valuable tool for the sharing of information. Government and Corporate organisations see the address as a valuable business event and executives are able to attend the luncheon with no concerns of accepting an inappropriate invitation. Corporate Partners are entitled to table signage when attending an address and will be entitled to discounted DVD's and transcripts.

#### **President's Circle**

At special event National Australia Bank Addresses, such as the Prime Minister, Leader of the Opposition, Post-Budget Address or an extraordinary international speaker, the prime networking opportunity of the President's Circle is made available. This remarkable opportunity allows the clients and staff of corporate members pre-luncheon beverages with the speaker, Board of Directors and other VIP guests followed by superb luncheon before enjoying the address. Generally both at the Club or an alternate venue (for example the Great Hall at Parliament House) President's Circle is in a cordoned off area at the front of the room. **President's Circle is exclusive to Corporate members.**

Corporate Membership

## **Public Affairs Dinner**

The Public Affairs dinner is an annual event celebrating the work and contribution of key figures in public affairs in Australia. The evening is a premium networking opportunity and strictly by invitation only. Corporate members are invited to attend, offered an exclusive price and the opportunity of hosting parliamentary staff and Journalists at their table from the National Press Club VIP invite list.

## **Corporate Golf Day**

Held at Royal Canberra Golf Club each year, the National Press Club Corporate Golf Day is the leading Canberra golf day and dinner and is widely known as a “must attend” event.

The golf day attracts influential members of the Federal Parliamentary Press Gallery, Political Chiefs of Staff, Senior Advisors and top level Bureaucrats among the participants. Senator the Hon Stephen Conroy, Minister for Broadband, Communications and the Digital Economy is the Patron of the golf day and participates in the day.

## **The Column Restaurant**

Our food and beverage selection reflects the preferences of our clientele and we provide an atmosphere that creates the right ambience (for both business and pleasure) for all guests regardless of status or position. The balcony is delightful when weather permits and private dining can be arranged. Our restaurant has won the Best Restaurant award in the Clubs ACT Awards for Excellence, the gold medal in the ACTTAB Chefs on Show competition and Best Restaurant in a Club in the Restaurant and Catering awards on numerous occasions.

## **Club Lounge**

Club Lounge is used as a meeting place during the day over coffee in the cafe area and of course full bar service is also available at all times until closing. Club Lounge features sophisticated entertainment program every Thursday and Friday . Wireless broadband internet and workstations are free. We offer an extensive wine-list and beverage selections plus a superb tapas style menu The club is considered the “*The thinking person’s social venue*” where people of influence like to relax and network.

## **4. President’s media briefing/ think-tank**

Corporate members are given the opportunity for a private briefing over a superb menu and beverages with key media and political staff to utilise as a briefing, or, more Informally as a think-tank discussing key issues of the day, who’s who on the Hill etc. The event is chaired by our President or a key Director and the entire event is managed by us in liaison with you to ensure the right mix of people are in the room.

## **5. Individual Memberships**

Memberships are available in full, affiliate, interstate and overseas categories. Corporate Partners may use these for staff and as gifts to key clients at your discretion. As a member of the National Press Club of Australia, one has access to our international partners, Press Clubs throughout the world. When one travels we write a letter of introduction and one is welcomed as a member to, among others, Press Club du France, Presseclub Concordia (Vienna), Foreign Correspondents Club Hong Kong, Singapore Press Club, National Press Club Washington, Dubai Press Club.

## Summary of offer and benefits.

- Corporate partner status of the National Press Club of Australia
- Brand association—honour board, website, table signs
- Priority notification of all press club events prior to public release
- House Account for use on all goods, services and facilities of the club including
- Tables of 10 at National Australia Bank Addresses at discounted corporate member rate. Table in preferred position in the room and displaying your organisation's signage
- Opportunity to participate in the annual Corporate Golf Day along with key political figures and senior journalists;
- Media board room briefing/think-tank for your CEO or a senior representative with members of the Federal Parliamentary Press Gallery and other relevant journalists, political staffers and bureaucrats. Such access to the elite of Australia's political journalism is rare and a highly regarded event by all who participate
- Access to tables at the premier political and media event the annual Public Affairs Dinner
- Individual memberships to be nominated by you (costs depend on category)
- Exclusive access to placements at President's Circle events (usually PM, Post-Budget and extraordinary speakers) cost depends on event—**only available to corporate members;**
- Free room hire for catered functions such as private dining, media briefings, staff Christmas party, training workshops, dining in The Column Restaurant (including private dining) etc, discounted room hire for non catered events;
- Recognition and promotion on the National Press Club of Australia web site;
- Reciprocal rights with press clubs throughout the world; and
- Transcripts, DVD's and videos of National Australia Bank Addresses.



# Terms and conditions.

## Brand association and signage:

- Corporate members' logo is placed on the sponsor honour board, on the press club website and on table signs for use by member when they attend press club events.
- National Press Club acknowledges and agrees that the corporate member has an absolute discretion as to the manner and form of any brand association, advertising or promotional material produced, published, broadcast, displayed or exhibited by the National Press Club.
- National Press Club will not use the corporate member's name or logo in any form without prior written approval. Corporate members will also seek permission and approval from the National Press Club for use of our logo.
- Brand association fee is charged annually.

## Press Club Address Bookings:

- Corporate members receive a corporate rate for Press Club addresses. Bookings are essential and costs will be charged to the house account unless specified otherwise. Cancellations must be received 48 hours ahead of the event. Cancellations within 48 hours of an event will be charged.
- Corporate members receive the discounted price of \$67 per person.

## Functions and Events:

- Corporate members who book catered events will not be charged room hire. Any events without catering will be charged room hire. Functions and events may be charged to the house account. Event terms and conditions apply.

## President's Boardroom Briefings:

- Boardroom briefings chaired by the Press Club President or representative are available to corporate members. Room Hire is free, a per person price for the catering and the chairperson fee will be quoted by the club.

## House Account Funds:

- Corporate members receive a monthly statement outlining house account expenditure. Statements are sent to the person nominated by the corporate member.
- House account balances may be "topped up" at any time at the discretion of the corporate member.
- Unused house account balances may be carried over if membership is renewed. If membership is not renewed the house account balance must be used within 3 months of the end of membership.