



Member Structure & Benefits

To provide a return to Members for their valuable contribution, the following structure is proposed to suitably acknowledge the investment.

Status Levels	Contractor Member	Prime Contractor Member	Premium Contractor Member	Industry Partner	Blue Industry Partner	Silver Industry Partner	Gold Industry Partner	Platinum Industry Partner	Returned Value Consideration
Investment	\$495	\$995	\$3,300	\$695	\$1295	\$3700	\$6500	\$11,000	
	* 2% of every membership payment (per year) will be allocated to the ATFA Future Fund for training, research and development. * Standard contractor member renewal will be \$415 per annum.								
Member benefits									
ATFA Membership Kit <ul style="list-style-type: none"> - Information Guide and sheets (over 90) technical publications/ industry standards - member certificate - stickers - website member access - e-bulletin and magazine 	■	■	■	■	■	■	■	■	\$Hundreds
Industry Standard Manuals and e-books – Solid Timber, Engineered, Laminate, Bamboo, Decking, Hybrid, Problems and Causes	■	■	■	■	■	■	■	■	\$Hundreds
Electronic member card – fully loaded with information and onsite easy access	■	■	■	■	■	■	■	■	Priceless
Use of the ATFA logo on company literature and promotional materials	■	■	■	■	■	■	■	■	Consumer preference
ATFA and Floorchoices website ‘Find a Member’ listings	■	■	■	■	■	■	■	■	Potential leads
Pro-forma documents – contract, contract variation, warranty, quote, invoice (all of which can be personalised to your business free of charge), safe work method statements, quote preparation document, quality checklists	■	■	■	■	■	■	■	■	Compliance requirements
Weekly electronic updates – Product of the week and Friday technical update	■	■	■	■	■	■	■	■	Keeping you informed
Member events – Floor of the Year awards and dinner, trade nights, golf days and social events	■	■	■	■	■	■	■	■	Prestige and networking
Member training – Industry Diploma, face to face, hands on, webinars and online training	■	■	■	■	■	■	■	■	Better recognition

Status Levels	Contractor Member	Prime Contractor Member	Premium Contractor Member	Industry Partner	Blue Industry Partner	Silver Industry Partner	Gold Industry Partner	Platinum Industry Partner	Returned Value Consideration
Member accreditation levels 1 to 3 – ATFA will assist you	■	■	■	■	■	■	■	■	Increased turnover
Industry Insurance – tailored and cost effective via ATFA partner	■	■	■	■	■	■	■	■	Save \$
Partner benefits – e.g. Caltex and Medibank	■	■	■	■	■	■	■	■	Save \$
Legal and Industrial Relations Support (2 free 15-minute phone calls per annum)	■	■	■	■	■	■	■	■	Save \$
Hotline technical assistance – with industry experts	■	■	■	■	■	■	■	■	Priceless
Exclusive access to consumer brochures, plus purchase of additional publications at member prices	■	■	■	■	■	■	■	■	Save \$
Electronic publication downloads	■	■	■	■	■	■	■	■	Help to clinch the deal
Access to ATFA training and inspections at discounted member rates	■	■	■	■	■	■	■	■	Better skills better outcomes
Market data program participation and access	■	■	■	■	■	■	■	■	Industry intelligence
ATFA cloth patches	■	■	■	■	■	■	■	■	Professionalism
Members Facebook Club – member access only	■	■	■	■	■	■	■	■	Peer support
Status recognition of the company in the <i>ATFA Annual Report</i>		■	■		■	■	■	■	Company recognition
Elevation of the company in the <i>Find a Member</i> section on both ATFA and Floorchoices websites		■	■		■	■	■	■	Priority Listing
Extra ATFA stickers – as many as you need for vehicles and premises	■	■	■	■	■	■	■	■	Promotion
Extra magazines – order more magazines for staff and outlets		■	■		■	■	■	■	Professionalism
List a Project priority – one hour earlier than anyone else	■		■						Gain \$
Websites <i>Find a Member</i> , multiple State listing					■	■	■	■	Company recognition
Capacity to promote business as an <i>ATFA Premium, Gold or Platinum member</i> based on contribution.			■				■	■	Increased market exposure
Premium Contractor or Silver/Gold Industry Partner wall certificate			■			■	■		Company recognition

Status Levels	Contractor Member	Prime Contractor Member	Premium Contractor Member	Industry Partner	Blue Industry Partner	Silver Industry Partner	Gold Industry Partner	Platinum Industry Partner	Returned Value Consideration
50% discount for one place at a one-day workshop			■			■			\$197.50
Literature promotion of the company and its products/ services at ATFA run industry events conducted in neutral venues						■	■	■	Potential business
One free Product of the Week despatch emailed							■	■	Potential business
Company logo featured on the ATFA electronic bulletin						■	■	■	Increased market exposure
Company Profile web page (A4 equivalent) in Patron Members feature section of ATFA website							■	■	Increased market exposure
New product promotion web page (A4 equivalent) in conjunction with Company Profile page regularly updateable							■	■	Increased market exposure
One free trade night exhibitor spot per annum in location of choice							■	■	\$385
One free place at a one-day ATFA workshop of company choice							■	■	\$395
Member glass engraved plaque for display								■	Company recognition
Company logo featured on ATFA website home page and subsequent main pages hyperlinked directly to company's website								■	Increased market exposure
Company or product promotional video on the ATFA website (4 minutes maximum) which can be changed every two months								■	Potential business
1-day In-house training or assistance by ATFA Technical Manager (member to provide travel costs, venue, materials and other requirements)								■	\$2200
One free golf day hole sponsorship per annum in State event of choice								■	\$330
Co-branding of one of the ATFA publications for use in electronic format and distribution as required								■	Increased market exposure

Disclaimer: Recognition as a Member or Industry Partner (all levels) is by virtue of the financial contribution made according to the status level. As such, the Australasian Timber Flooring Association (ATFA) actively promotes its Members and Industry Partners, however, it (ATFA) bares no responsibility for work undertaken by a member or industry partner, or for any claims, losses, costs and damages, insolvency, breach of contract or negligence resulting from work or commerce conducted by a member or industry partner business. As a result of being an ATFA member or a industry partner (all levels), there is no joint venture or partnership created between the member/industry partner and ATFA.