



MASTER BUILDERS
AUSTRALIAN CAPITAL TERRITORY

MASTER BUILDERS ACT **PARTNERSHIP OPPORTUNITIES**

2024 Calendar Year

Master Builders ACT offer a wide range of partnership opportunities across all activations. Enclosed is a high level introduction to each opportunity.

www.mba.org.au

Master Builders Association of the ACT

ABOUT MASTER BUILDERS ACT

Our members include major construction related companies operating in the Canberra region, as well as small and family businesses. Our members represent the entire supply chain of the industry including commercial and residential builders, civil contractors, subcontractors, suppliers, property developers, and professional consultants supporting the building and construction industry.

We have operated the ACT's leading specialist building and construction industry training organisation, MBA Group Training Limited, since 1969.

Our aim is to help our members operate safe, productive and successful businesses.



OUR PARTNERSHIP VISION

MBA ACT take a collaborative approach to partnerships, designing each agreement to suit the individual goals of our partners.

Our aim is to create "win-win-win" outcomes:

- "Win" for MBA Members
- "Win" for our Partners
- "Win" for MBA & Industry

We achieve this in a variety of ways, such as offering customised activations, timeline and payment options for each partner.

MEET OUR TEAM



BETHANY MASON

Commercial Partnerships Manager

Bethany has been with the MBA ACT team since 2012 and has worked across several internal departments. Bethany has extensive knowledge of the dynamics of MBA's members and is passionate about creating and delivering valuable experiences and services for partners, members and the wider construction industry.



ALEXANDRA RYAN

Events Manager

Alex leads the management and delivery of MBA ACT events. With a diverse background of events experience, including other leading industry associations, Alex has a strong passion for delivering seamless and engaging event experiences for members and stakeholders.



CHELSEA MCMAHON

Partnerships and Advertising Coordinator

Chelsea was welcomed into the MBA ACT team in 2023. With a strong background in client engagement, she excels at engaging with partners to help them leverage MBA's services and networks for the benefit of members and partners. Her friendly and approachable attitude, and the value she places on building trusting relationships have quickly made her a key member of the ACT team.



DANIELA SCEPANOVIC

Events Coordinator

Dani is a University of Canberra, Bachelor of Events and Tourism Management graduate, joining the MBA team in 2022. Dani brings her outstanding organisational skills and eye for detail to the team, coordinating the delivery of the suite of MBA ACT events.

MASTER BUILDERS ACT PREMIUM PARTNERS

As a part of our wider partnership engagement program, Master Builders ACT offer a STRICTLY LIMITED opportunity join the *MBA Premium Partner* program. This program is only available for select partners, to ensure maximum engagement with members and exposures for your brand.

- Site signage on Iron Knob Street entry and Newcastle Street signage board
- Logo OR TVC on MBA ACT office internal display screens
- Logo and direct website link under *MBA Premium Partners* section of MBA website home page
- 2 x COMPLIMENTARY tickets to all paid MBA ACT events
- Formal thanks and acknowledgement at ALL MBA ACT events.
- Strategic introductions and seating placement at MBA ACT events, to commence conversations with potential new/target clients
- Level EXCLUSIVITY – no other companies such as yours at the *MBA Premium Partner* level OR as headline sponsors for other events without formal permission.

This is the only partnership opportunity to offer exclusivity.

PLUS MORE...

In order to qualify for *MBA Premium Partner* status, partners must achieve a minimum spend for the calendar or financial year.

CURRENT PARTNERS INCLUDE

- Asset Construction Hire
- Cbus
- Master Builders Insurance Brokers
- National Capital Toyota
- Village Building Co.

**ONLY LIMITED OPPORTUNITIES
AVAILABLE**



EXCELLENCE AWARDS

Friday 6th September, 2024

National Convention Centre Canberra

1400+ attendees

The Master Builders and Asset Construction Hire Excellence Awards is a truly spectacular and highly regarded night within the building and construction industry in Canberra. With 1400 members, their guests, key industry stakeholders and partners in attendance every year, the night is not to be missed.

Held at the National Convention Centre in Canberra, the awards are Canberra's largest black tie event, recognising the very best residential, commercial and civil construction projects and companies in the ACT and surrounding region.

The Excellence Awards are delivered as a year long season, offering partners continual exposure throughout the launch, entries opening, judging, finalists, event countdown and post event periods.

*NOTE: Naming rights for this event is **SOLD OUT** until 2028*



AVAILABLE OPPORTUNITIES



MAJOR PARTNER

- Presenting rights to THREE awards
- Branding across all event activations
- 60 sec TVC at event
- VIP Table of 10 at event
- VIP Menu tasting event
- Ticket to MBA Pres Lunch
- Social media campaign inclusion with tagging
- FULL PAGE advert in ONE Winning magazine (\$4455)

PLUS MORE...



ASSOCIATE PARTNER

- Presenting rights to TWO awards
- Branding across all event activations
- 30 sec TVC at event
- VIP Table of 10 at event
- Ticket to MBA Pres Lunch
- Social media campaign inclusion with tagging
- 50% discount on Winning magazine advertising

PLUS MORE...



CORPORATE PARTNER

- Branding across all event activations
- VIP Table of 10 at event OR
- 2 x VIP tickets to event
- HALF PAGE advert in ONE Winning magazine
- Social media campaign inclusion with tagging
- 50% discount on Winning magazine advertising



WINNING HOMES & WINNING PROJECTS

Premium publications showcasing the Excellence Awards finalists and winners

The most anticipated annual magazines in the ACT Building industry, Winning Homes and Winning Projects not only showcase the Master Builders ACT award winning projects in Canberra and surrounding regions. It also inspires, influences and elevates the industry as a whole.

These print and digital publications are consumed by industry professionals and consumers alike. Winning Homes features stunning photography and interviews with award winners. Your presence in Winning Homes, not only associates you with the best of the best in the industry, but also exposes you to a high-profile audience searching for quality building solutions and services.

ADVERTISEMENT DETAILS

	WINNING HOMES	WINNING PROJECTS
STANDARD POSITIONS		
Double Page spread	\$7500	\$6400
Full page	\$4300	\$3700
Half page	\$2850	\$2400
PREMIUM POSITIONS including outside back cover, facing table of contents etc, available upon request. 50% discount for event sponsors, 30% discount for awards entrants and finalists.		

All costs quoted are excluding GST.

CIVIL CONTRACTORS FEDERATION EARTH AWARDS

Friday 31st June, 2024

Hotel Realm

350+ attendees



In the Canberra region, MBA ACT also operate the Civil Contractors Federation ACT and all related events. The CCF Earth Awards are the most prestigious awards for civil construction and infrastructure. The awards recognise excellence in all areas of project delivery including innovation, construction, environmental and social management.

CCF Earth Award entries typically comprise of a broad range of projects of all types and sizes – each reflecting the dedication to excellence typical of this industry. Bringing together a wide range of local contractors, developers, suppliers, consultants and stakeholders, this event really is the Civil Construction industry's night of nights.

AVAILABLE OPPORTUNITIES



MAJOR PARTNER

- Presenting rights to ONE award
- Branding across all event activations
- 30 sec TVC at event
- VIP Table of 10 at event
- Personalised partner message included in 1 x eDM to civil members
- Social media campaign inclusion with tagging
- FULL PAGE advert in Canberra Builder (\$1600)

PLUS MORE...



CORPORATE PARTNER

- Branding across all event activations
- VIP Table of 10 at event
- Personalised partner message included in 1 x eDM to civil members
- Social media campaign inclusion with tagging
- HALF PAGE advert in Canberra Builder (\$1050)

PLUS MORE...



SUPPORTING PARTNER

- Branding across all event activations
- 2 x VIP tickets to event
- Half page advert in Canberra Builder magazine (\$1050)
- Social media campaign inclusion with tagging
- 50% discount on Winning magazine advertising



MBA ANNUAL DINNER

Thursday 24th October, 2024

250 - 300 attendees

The Master Builders ACT Annual Dinner is a celebration of longstanding MBA ACT members and the achievements of the local construction industry throughout the previous 12 months. It is an opportunity for members, partners and key industry stakeholders to come together, network and enjoy a night of celebration with likeminded people.

Held at the National Arboretum, one of Canberra's most iconic venues, the Annual Dinner will offer event partners the opportunity to engage with some of the Master Builders ACT member milestone recipients. Members at the event are celebrating milestones from 20 years to 65 years and encompass all sectors of construction. Attendees are predominantly MBA ACT's longest standing and most engaged local construction industry members.

NOTE: Limited partnership opportunities are available.



PRESENTING PARTNER

- Presentation of TWO Member Milestone certificates at event, including facilitated introductions to related members
- 30sec video to play at event
- Logo recognition across all event material
- VIP table of 10 at Annual Dinner event
- 2 tickets to attend VIP pre-event drinks
- Social media Member Milestone video campaign, including partner tagging
- Post event gallery added to social media with partner tagging
- Inclusion in post event Canberra Builder magazine

PLUS MORE...

WOMEN IN CONSTRUCTION PROGRAM

7 events per calendar year including:

3 x large events

3 x learning sessions

1 x Christmas networking event

600+ group participants

Founded in 2018, the Master Builders ACT Women in Construction group creates avenues for our female members to connect with other women working in similar roles. Back then, there were ten women from industry, seated around our small boardroom table, brainstorming how we can assist the many women in our industry to upskill, network and provide a sounding board for advice and knowledge.

Since then, the program has grown to actively engage with over 600 women in construction as well as an ever-growing cohort of men, which is a vital component to engagement and change within industry. We are happy to announce the 2024 calendar of events.

[View calendar here.](#)



MBA WOMEN IN
CONSTRUCTION

AVAILABLE OPPORTUNITIES



FOUNDING PARTNER

- Logo recognition across program
- 4 x tickets to all paid events
- Thank you speech at all events
- 2 x VIP tickets to Excellence Awards
- 2 x invitations to Industry Luncheons
- Custom co-branded eDM
- DOUBLE PAGE advertorial in Canberra Builder (1 edition)
- Category exclusivity across program

PLUS MORE...



PRESENTING PARTNER

- Logo recognition across program
- 2 x tickets to all paid events
- 1 x invitation to attend MBA ACT Industry Luncheon
- Partner onboarding social post
- 1 x strategic social post, with link to partner website
- Opportunity to contribute/present at 1 learning session per year
- Inclusion in post event Canberra Builder articles

PLUS MORE...

MASTER BUILDERS ACT CONFERENCE

Full day event, February, 2024

National Convention Centre, Canberra

200 - 250 attendees

Bringing together the best construction content experts, keynote speakers and guest presenters, the MBA Conference is not to be missed. With unique activations, such as the MBA Conference app, there are a wide range of touchpoints available to partners.

Conference delegates have the opportunity to attend a wide variety of educational sessions, whilst earning CPD points over the course of the 1-day event. The day will include a thought provoking keynote speaker, learning sessions, educational lectures, and exhibitor presentations. Event partners and attendees will have the opportunity to network at a unique dinner experience, included in the event.



AVAILABLE OPPORTUNITIES



EXHIBITOR PARTNER

- Branding across entire event
- Premium exhibitor booth
- 2 x all access passes including event dinner
- 60 sec elevator pitch at ONE primary conference session
- Social media campaign inclusion with tagging
- HALF PAGE advert in Canberra Builder (\$1050)
- Opportunity to contribute to delegate packs

PLUS MORE...



SESSION PARTNER

- Branding across entire event
- Naming rights to ONE event session (including speaker)
- 30 sec TVC shown at session
- 2 x all access passes including event dinner
- Social media campaign inclusion with tagging
- HALF PAGE advert in Canberra Builder (\$1050)
- Opportunity to contribute to delegate packs

PLUS MORE...



CORPORATE PARTNER

- Branding across entire event
- 2 x all access passes including event dinner
- Social media campaign inclusion with tagging
- 1/4 PAGE advert in event program
- Opportunity to contribute to delegate packs

PLUS MORE...



CANBERRA BUILDER MAGAZINE

Premium triannual publication, providing industry updates, on key issues

Canberra Builder is Master Builders ACT's triannual industry publication which showcases the outstanding achievements of MBA members and provides industry updates on issues that matter.

Readership includes MBA ACT members across all sectors:

Residential Builders, Commercial Builders, Civil contractors, Subcontractors, Suppliers and Professional consultants. The publication is distributed in hard copy across Canberra, and digitally on the MBA ACT website, with an accompanying social media campaign highlighting key articles.

Canberra Builder offers unrivalled reach to a qualified and engaged industry and consumer audience.

ADVERTISEMENT DETAILS

STANDARD POSITIONS	BOOK for 3 editions SAVE 15%
Double Page spread	\$2300
Full page	\$1600
1/2 page	\$1050
Front Cover	\$2900
Back Cover	\$1850

PREMIUM POSITIONS including outside back cover, facing table of contents etc, available upon request.

All costs quoted are excluding GST.

APPRENTICE TRAINING AWARDS

Friday 9th February, 2024
Master Builders ACT Skills Centre, Fyshwick

The Master Builders ACT Apprentice Training Awards is a celebration of the MBA ACT trained carpentry apprentices and construction students, from the previous 12 months. The event offers the opportunity for apprentices, trainers, employers and families to celebrate the outstanding commitment, skill and perseverance that the apprentices and students have put into their studies.

Held in the Master Builders ACT Skills Centre Workshop, the event has a laidback atmosphere with the training yard as the backdrop. Filled with food vans, pop up bars and live music, the event creates an atmosphere conducive to networking with students, employers and their teams. Formal event proceedings offer our partners the opportunity to engage with the attendees in a laid back, yet attentive manner.



AVAILABLE OPPORTUNITIES



MAJOR PARTNER

- Major partner logo for the event
- Presentation of the *Apprentice of the Year* award at the event
- 2-3 min speech prior to award presentation
- 4 x VIP tickets to Apprentice Awards
- 200 word partner message in event program
- 30 sec video to be posted on Master Builders social channels
- Logo recognition across all event material
- Category exclusivity across event

PLUS MORE...



SUPPORTING PARTNER

- Presentation of ONE apprentice award at the Apprentice Awards event
- Opportunity to present at ONE apprentice education session
- Logo recognition across all event material
- 2 x VIP tickets to attend awards event
- 30 sec video to be posted on Master Builders social channels
- Post event social media posts with tagging
- Inclusion in post event Canberra Builder article

PLUS MORE...

MBA ACT INDUSTRY LUNCHEON

Held twice annually, March & August
National Press Club of Australia
80 - 100 attendees - numbers strictly limited

Master Builders ACT Industry Luncheons are one of MBA ACT's key activities on the event calendar. The luncheons are hosted by either the CEO of the Master Builders ACT, Michael Hopkins, or a high-profile MC and include a formal presentation from a prominent Guest of Honour and a Q&A session with guests.

The Luncheons provide a unique, intimate forum for 80-100 guests, at the National Press Club of Australia, to hear about topical industry issues and ask questions of key industry speakers. They are a fantastic way to network with key clients and to keep up to date with current activities within the ACT's building and construction industry.



PRESENTING PARTNER

- 6 complimentary VIP seats at event
- 5 min welcome address to attendees
- Logo recognition across all event material
- Promotional or graphic included in event eDM to all members
- Post event gallery added to social media with partner tagging
- Opportunity to question speaker(s)
- Inclusion in post event Canberra Builder edition article

PLUS MORE...



SUPPORTING PARTNER

- 2 complimentary VIP seats at event
- Logo recognition across all event material
- Promotional or graphic included in event eDM to all members
- Post event gallery added to social media with partner tagging
- Opportunity to question speaker(s)
- Inclusion in post event Canberra Builder edition article

PLUS MORE...



BUILD MAGAZINE

The Canberra region's consumer publication, assisting home builders and renovators through the construction process.

BUILD is the only publication in Canberra that provides consumers with a comprehensive overview of everything they need to know to build or renovate a home in the ACT. From how to get finance, to tips on achieving high sustainability and energy efficiency, BUILD helps consumers navigate what can be a complex and overwhelming process.

Released annually, BUILD Magazine targets consumers ready to build or renovate, actively searching for building related products and services, consumers ready to spend and hungry for information and inspiration. Distributed via construction retailers across Canberra and Display Villages throughout the region, including NSW, this publication is a must for consumer facing construction companies.

ADVERTISEMENT DETAILS

STANDARD POSITIONS

Double Page spread	\$4000
Full page	\$2000
1/2 page	\$1400
Back Cover	\$2650
Inside Back Cover	\$2250

PREMIUM POSITIONS including facing table of contents etc, available upon request.

All costs quoted are excluding GST.

MBA TOOLBOX SERIES

Introducing the *MBA Toolbox Series*, the new member workshop program designed to provide members with a "toolbox" of construction industry business experts. With the economy tightening, it has never been more important for business owners to be looking at their key business elements, ensuring that they are in the best possible position for the future.

Master Builders ACT have pulled together a series of 7 learning sessions (one session per month for 7 months), with experts in business structure, finance, cash flow, record keeping and general business planning, to provide attendees with tangible business driven tactics to assist their businesses today. Members can register for individual sessions or the entire series, with all sessions being delivered in person at the MBA Fyshwick.



AVAILABLE OPPORTUNITIES

PRESENTING PARTNER

Branding

- 2-3 min presentation at each learning sessions throughout program
- Program partner recognition across all program sessions and materials
- Alignment with "Industry Experts" for program entirety (8+ month program)
- Logo recognition across all program material

Communication and Social

- Social media partner welcome post, announcing onboarding as program partner
- Session social post, for each session with tag
- 1 x Co-branded eDM sent following one session - in

Logo inclusions

- MBA website program page
- All event related eDMs sent to 1,200+ subscribers
- Program AV presentations (for all 7 sessions)
- Program related article(s) in MBA Canberra Builder magazine (tri-annual publication)

MASTER BUILDERS ACT MEMBER BENEFITS PARTNER

As a part of our wider, Master Builders ACT Membership Program, offer a STRICTLY LIMITED opportunity join the *Master Builders ACT Member Benefits* scheme. This scheme is designed to provide Master Builders ACT members with additional value in their memberships, and provides partners with unique access to the over 1000 member business that make up MBA ACT.

Partners are able to provide Master Builders ACT members with a unique product or service offering and can receive the following benefits in return:

- Benefit details on MBA Member Benefits webpage, including partner logo, details of arrangement and link to partner website and/or portal
- Logo and arrangement information on MBA Member Benefits flyer, provided to all potential members, and to all existing 1000+ members annually
- Onboarding eDM to 1,600+ subscribers
- Ongoing eDM and member update inclusions to 1,600+ subscribers
- Social media member benefits campaign (during membership renewal period) including partner tagging and logo recognition

PLUS MORE...

In order to qualify as a *Master Builders ACT Member Benefits partner*, partners must achieve the minimum requirements detailed below.

QUALIFICATION REQUIREMENTS

- Partners must provide a unique benefit to Master Builders ACT members, with members not able to find a better deal through their own relationships/contacts etc.
- Partners must commit to a minimum 24 month term initially, with options to extend
- Partners must provide MONTHLY reporting of number of members undertaking arrangement
- Partners are required to commit to a minimum spend of \$4,500 + GST per annum. This can be used to leverage partnership, or to meet alternate partner marketing goals



ADDITIONAL OPPORTUNITIES

PRESIDENT'S LUNCHEONS

Master Builders ACT, Boardroom

Hosted on request only

President's Luncheons are one of the Master Builders ACT key activities on the event calendar. The luncheons are hosted by the President of Master Builders, Frank Porreca, and include a presentation from a prominent Guest of Honour.

The Luncheons provide an intimate forum for 18 guests in a boardroom situation to discuss topical industry issues, under Chatham House Rules. They are a fantastic way to network with key clients and to keep up to date with current activities within the ACT's building and construction industry.

PARTNERSHIP BENEFITS

- Strategic invitation of TEN guests
- Logo featured on all event materials
- Select speaker and/or topic discussed
- Recognition during the event
- Photograph of luncheon host, partner and special guest in the next Canberra Builder magazine
- Partner logo in the next Canberra Builder magazine
- Social media post, day of event including tagging

SOCIAL MEDIA PACKAGES*

Master Builders ACT have a strong and highly engaged social media following, across the 3 main business platforms, Facebook, Instagram and Linked In. With a team dedicated to strategy development, content development and delivery, the MBA social media channels are a valuable tool for your business.



Sponsored Social Media Advertorial includes:

- Advertising through Master Builders ACT social channels, up to 250 words. We do our research and write quality pieces that tell your story and engage our audience
- Individual posts includes photography and content creation. All content is sent to partner for approval prior to posting
- Link to desired partner website or product page
- Post campaign reporting, detailing engagement, and further recommendations for future posts

**Sponsored social media content, posted or joint-posted, from the MBA social channels, is available for partners that are already engaged in existing partnership agreements.*



MASTER BUILDERS
AUSTRALIAN CAPITAL TERRITORY

GET IN TOUCH

Master Builders ACT are eager to work with all partners across the various facets of the construction industry.

We offer flexible agreements, as well as flexible payment options including upfront, quarterly or monthly invoicing.

To request a detailed and customised proposal, please contact:

Bethany Mason - Commercial Partnerships Manager
bmason@mba.org.au
02 6175 5968
www.mba.org.au

Master Builders Association of the ACT