

ADELAIDE CONVENTION CENTRE



PRESENTED BY



Collaborate Innovate 2023 Sponsorship

Cooperative Research Australia, the national association for industry-research collaboration, is pleased to offer you the opportunity to partner in the leading event connecting those involved in industry-research collaboration and commercialisation, including Cooperative Research Centres (CRCs), CRC –Projects (CRC-Ps), post-CRC entities, Trailblazers, Rural Research and Development Corporations, Growth Centres, ARC Industrial Transformation Research Hubs, Drought Resilience Adoption and Innovation Hubs and research institutions as well as other collaborative research entities, government, media and associated businesses, and alumni.





Dear Potential Partner

It gives me great pleasure to invite you to participate in Cooperative Research Australia's 2023 annual conference 'Collaborate Innovate' in Adelaide from 10 -12 July 2023. We are looking forward to seeing you in person to address the critical issues and opportunities for industry research collaboration to drive future prosperity for Australia.

Our theme for 2023 is Industry Research Collaboration for Sustainability and Prosperity.

Our Sponsorship Prospectus aims to allow you to choose how best to work with us in achieving our mutual goals of furthering knowledge and practice of research collaboration in Australia.

Planning of the program is well underway, and promises to be one of a kind, offering a diverse platform of leaders in industry research collaboration in Australia and the world. Our conference is an excellent opportunity to network and connect with industry leaders in the field of industry research collaboration hear and share in the success stories and stimulate discussion and drive change across industry research collaboration in Australia.

The premier social event of the conference, our Gala Dinner and Excellence in Innovation Awards is a great opportunity to catch up with colleagues and friends in person and celebrate the achievements of those leading innovation.

The exhibition of our industry partners is an integral part of the conference, presenting the opportunity to raise their profile and liaise directly with delegates. The exhibition is the central hub with delegates meeting to enjoy the catering and engage during the day.

I look forward to welcoming your participation at Collaborate Innovate 2023.

Jane O'Dwyer CEO – Cooperative Research





About Cooperative Research Australia

Cooperative Research Australia is the voice of industry-research collaboration and advocates for the translation of research into commercial, economic, social, and environmental outcomes that benefit all Australians. Our members are the lynchpin in the Australian innovation system and are focused on creating new products, services, industries, and value in our economy. CRA represents Cooperative Research Centres (CRCs) and their spinoff/successor entities, CRC –Projects grant participants, 30 universities and research institutions, as well as other industry-research collaboration entities, associated businesses, alumni and professionals, strengthens and promotes the transformative potential of collaborative, industry-led research through knowledge exchange, professional development, and advocacy.

Cooperative Research Australia supports Australian innovation, connecting research organisations and industry with private and public funding, data and insights, partnerships and best practice. We guide our members as they navigate the complex needs and changing dynamics of industry-research collaboration, by sharing expert advice, experience and resources.

Our education, events and advisory services build the capability of industry and research organisations to participate in collaborative research, shape Australia's future leaders, and develop the integrity of cooperative research as a discipline. Our communication, engagement and advocacy, recognises and promotes the value our members create and Australia's innovation potential to government, industry and our communities, locally and globally.

Who should attend?

- Chairs and Board Members of collaborative entities
- Staff, researchers and students involved in Cooperative Research Centres (CRCs) and their spinoff/successor entities
- CRC-Projects grant participants
- Trailblazers, Rural Research and Development Corporations, Growth Centres, ARC Industrial Transformation Research Hubs, Drought Resilience Adoption and Innovation Hubs Universities and research institutions

- PhD students
- Other industry-research collaboration entities, associated businesses with an interest in industry research collaboration
- · Alumni and professionals
- Local, state and federal government
- Consultancies and professional services in industry research collaboration

Why Partner

- Highly Engaging Program
- Conference Workshops
- Gala Dinner

- Early Career Researchers Competition
- Awards for Excellence in Innovation

Delegate Profile

Collaborate Innovate 2023 will bring together 500 delegates over three days, including some of Australia's most influential people in government, industry, and the academic and research sectors.



The Venue

ADELAIDE CONVENTION CENTRE, SOUTH AUSTRALIA

The Adelaide Convention Centre is positioned at the heart of Adelaide's Riverbank Precinct, just 15 minutes' drive from the Adelaide International Airport. In the midst of a multi-billion-dollar rejuvenation, the Riverbank Precinct is where the city's cultural, sporting, education, medical, conference and entertainment zones merge, helping make Adelaide Australia's Convention City.



\$45,000 INCL GST Three opportunities

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Corporate Signage

· Opportunity to display two free standing banners in a prominent position at the conference.

Speaking Opportunity

- · Opportunity for an 'opening' 10-minute session in line with the conference theme within the program
- · 90 second video to be shown at the gala dinner and throughout the conference break sessions

Registrations

- Ten (10) x complimentary conference registrations, where registration includes attendance at all conference sessions and workshops
- Ten (10) x additional complimentary tickets to the Gala Dinner and Excellence in Innovation Awards

Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- · Organisational logo and profile on the conference website with links to organisation's website
- · Principal Partner logo to appear on all promotional emails with link to organisation's website.

Acknowledgement at the Conference

- Principal Partner logo to appear on conference registration desk signage
- Verbal recognition of sponsorship during the opening and closing plenary sessions of each conference day
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- Opportunity to include branded merchandise in the conference satchel
- Principal Partner logo displayed on conference name badges

Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)

INNOVATOR \$35,000 INCL GST Five opportunities

Speaking Opportunity

- Opportunity to be a panelist within a panel discussion at the discretion of the programing committee.
- 90 second video to be shown at the gala dinner and throughout the conference break sessions

Registrations

- Three (3) x complimentary conference registrations, where registration includes attendance at all conference sessions and workshops
- Three (3) additional complimentary tickets to the Gala Dinner and Excellence in Innovation Awards.

Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- Organisational logo and profile on the conference website with link to organisation's website
- Trailblazer Sponsor logo to appear on all promotional emails with link to organisation's website.

Acknowledgement at the Conference

- Trailblazer Sponsor logo to appear on conference registration desk signage
- Verbal recognition of sponsorship during the opening plenary session of each conference day
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- Opportunity to include branded merchandise in the conference satchel

Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)

*Add-on opportunity

Membership

Membership will be added when combined with a sponsorship agreement with Cooperative Research Australia.

COLLABORATOR \$15,000 INCL GST Five opportunities

Exhibition

3m x 3m exhibition space at the venue

Registrations

Two (2) x complimentary conference registrations, where registration includes attendance at all conference sessions and workshops

Two (2) additional complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening

Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- · Organisational logo and profile on the conference website with link to organisation's website
- · Collaborator Sponsor logo to appear on all promotional emails with link to organisation's website

Acknowledgement of Sponsorship at the Conference

- · Collaborator Sponsor logo to appear on conference registration desk signage
- · Verbal recognition of sponsorship during the opening plenary session of each conference day
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- Opportunity to include branded merchandise in the conference satchel

Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)

GALA DINNER SPONSOR \$20,000 INCL GST Exclusive opportunity

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- Exclusive naming rights to the Gala Dinner
- Logo recognition throughout branding of the event and in social media as well as media releases related to the Gala Dinner
- · Signage displayed in a prominent position throughout the Gala Dinner
- Opportunity to deliver a welcome address on the evening of the Gala Dinner
- Opportunity to provide a corporate gift to Gala Dinner guests (at own expense)
- Opportunity to brand the Gala Dinner menu
- Two complimentary registrations to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and ECR Awards, Innovative Showcase and Ralph Slatyer address.
- Five (5) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- One complimentary table (10 tickets) at the Gala Dinner
- Organisational profile on the conference website and app
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Gala Dinner sponsor logo to appear on all promotional emails

EXCELLENCE IN INNOVATION AWARDS SPONSOR \$15,000 INCL GST Exclusive opportunity

Sponsored by



- Opportunity to deliver a short address at the beginning of the awards
- Logo recognition on all awards presented for the evening
- Logo recognition in social media, media releases and winners' announcements
- Three (3) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions.
- Five (5) complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening
- Organisational profile on the conference website
- Logo displayed on the conference website, with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Excellence in Innovative Awards sponsor logo to appear on all promotional emails



DIVERSITY AND INCLUSION PARTNER \$15,000 INCL GST Exclusive opportunity

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The Diversity and Inclusion Partner Sponsorship provides the opportunity to promote your commitment to diversity and inclusion in industry research collaboration.

D&I Sponsor

Support the Scholarship for two individuals which enables them to access and attend Collaborate Innovate 2023

Scholarship categories:

- First Nations
- **LGBTIQIA**
- Disability
- Rural & Regional

Speaking opportunity

Opportunity to provide an address within the conference program that promotes your commitment to the D&I Scholarship.

Registrations

- Three (3) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) complimentary tickets to the Gala Dinner
- Organisational profile on the conference website and app
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Diversity and Inclusion Partner Sponsor logo to appear on all promotional emails

EARLY CAREER RESEARCHERS (ECR) **COMPETITION SPONSOR** \$15,000 INCL GST Exclusive opportunity

Sponsored by



- Opportunity to deliver a short address at the beginning of the awards
- Opportunity to assist with judging of award entries
- Logo recognition in social media, media releases and winners' announcements
- Three (3) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions and workshops.
- Three (3) complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening
- Organisational profile on the conference website and app
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- ECR competition logo to appear on all promotional emails with links to organisation's website



WELCOME RECEPTION \$12,000 INCL GST Exclusive opportunity

Sponsored by **University of South Australia**

Held on Monday evening in the exhibition hall prior to the conference opening, the welcome reception provides an exclusive opportunity for a partner to promote their brand as we welcome guests to Collaborate Innovate 2023

- Exclusive naming rights to the welcome reception
- Opportunity to provide a welcome address to guests
- Opportunity for a 90 second video to be shown at the beginning of the formalities and throughout the remainder of the conference during breaks
- Formal acknowledgement by the mc of the evening
- Organisational profile on the conference website
- Logo displayed on the conference website, app with link to organisations website
- Two (2) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions and workshops
- Two (2) complimentary tickets to the gala dinner and excellence in innovation awards evening
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)

HYDRATION STATION SPONSOR \$12.000 INC GST

Sponsor the refill of reusable bottles and promote your organisation at the same time. Let visitors see you supporting sustainable practices and have your logo on metal drink bottles which will be handed to every registrant upon check in and encourage use of the hydration stations throughout the Adelaide Convention Centre and during Collaborate Innovate.

- 500 branded drink bottles with your corporate logo to be given to all attendees.
- Three (3) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website

BREAKFAST SPONSOR \$12,000 INC GST

As the Exclusive Conference Breakfast Sponsor, your organisation will receive fantastic branding and networking opportunities during our in conversation breakfast session

- Three (3) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Opportunity to provide two banners for the stage of the breakfast session
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website
- Verbal acknowledgement as Breakfast Sponsor

MORNING AND AFTERNOON TEA SPONSOR \$7,500 INC GST

2 opportunities available. One sponsor for Tuesday and One sponsor for Wednesday.

- Two (2) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Opportunity to provide two banners for placement near the food and beverage stations
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website

COFFEE CART SPONSOR \$7,500 INCL GST Exclusive opportunity

Sponsored by



Coffee carts provide an excellent opportunity for a sponsor to promote their brand to conference delegates seeking their coffee during the conference.

This package includes:

- Sponsor's logo and banner displayed near the coffee cart in the venue
- Two (2) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions and Innovation Showcase
- Two (2) complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening
- Organisational profile (80 words) on the conference website and app
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Coffee Cart Sponsor logo to appear on all promotional emails

CONFERENCE SESSION SPONSOR \$5,500 INCL GST Exclusive opportunity

This package includes:

- Exclusive branding and information about your organisation for the workshop session to be shown on all presentations, and banners in the room
- Opportunity to provide a 90 second video to be shown at the beginning of the workshop
- Organisational profile (150 words) on the conference website
- Logo displayed on the conference website, app with link to organisations website
- One (1) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- One (1) complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)



Sponsored by



CONFERENCE PHONE APP \$5,500 INCL GST Exclusive opportunity

the Conference Phone App provides an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The app is also used by delegates for Q&A and polling during sessions.

This package includes:

- Exclusive branding and information about your organisation on the conference phone app
- Organisational profile (150 words) on the conference website
- Logo displayed on the conference website, app with link to organisations website
- One (1) complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- One (1) complimentary tickets to the Gala Dinner and Excellence in Innovation Awards evening
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)



LANYARD SPONSOR \$5,500 INCL GST Exclusive opportunity





Sponsorship of the official conference lanyards offers excellent exposure as it provides one organisation with leading sponsorship benefits during the conference. The lanyard will be attached to the conference name badge and worn by all delegates, sponsors/exhibitors and speakers for the duration of the conference.

Your organisations logo will display on the conference lanyards alongside the CRA corporate logo. Lanyards will be sourced by the conference organisers. An artwork proof of the branding on the lanyard will be sent to you prior to print production for your approval. Logo to be supplied by the sponsor in .EPS format.

- Sponsor logo placement on lanyard alongside CRA corporate logo
- One complimentary registration to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Lanyard Sponsor logo to appear on all promotional emails



WI-FI SPONSOR \$5,500 INC GST

As the conference Wi-Fi sponsor your organisations brand will be provided to every delegate, sponsor, speaker and exhibitor who wants to take advantage of the free Wi-Fi.

- One (1) complimentary registration to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Opportunity to create a password unique to your organisation to the conference wi-fi
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website

CHARGING STATION SPONSOR \$3,500 INC GST

Save attendees phone batteries from running out as sponsor of the charging station. Three stations will be prominently branded with your logo and positioned in the exhibition hall for the whole conference. The branded charging station will allow delegates to charge their phones and tablets during breaks.

- One (1) complimentary registration to attend the conference, where registration includes attendance at all conference sessions, Gala Dinner and Excellence in Innovation Awards
- Logo displayed on the conference website, app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website

EXHIBITION DISPLAY \$1,500 INC GST

25 opportunities

The trade exhibition will be held on level two in between the plenary and breakout rooms and will be the area for all catering throughout the conference to ensure the maximum exposure and opportunities for contact between delegates and exhibitors.

Exhibitors will be expected to display at the conference, as detailed below.

Monday 10 July 8am - 12pm Bump in:

Exhibition open*: Monday 10 July 3pm

*exhibition opening timings may vary as the programmed sessions are finalised.

Bump out: Wednesday 12 July from 4pm



One exhibition space of 3m x 3m floor space including:

- Facia board with your organisations name
- Backing panels, with the opportunity to brand at the exhibitor's expense
- Counter bench, with the opportunity to brand at the exhibitor's expense
- 2 x bar stools

- 1x spotlight attached to the fascia
- Access to reasonable power
- Additional furniture can be arranged separately

Registrations

- 1 full complimentary registration to the conference where registration includes attendance at all conference sessions.
- 1 extra exhibitor registration which includes tea breaks and lunches only.

Acknowledgement as an Exhibitor

- Logo displayed on the conference website and app with link to organisations website
- Digital advertisement in the conference eSatchel up to 10mb in PDF format which will be available for download by conference delegates via the conference app or website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (subject to privacy policy)
- Exhibitor sponsor logo to appear on all promotional emails



EXTRA EXHIBITOR REGISTRATION

If you require other members of staff to be at your display for the duration of the exhibition, an Extra Exhibitor registration fee of \$280 applies. This cost covers the tea breaks and lunches only. All additional events are at an additional cost.



Term and Conditions

Collaborate Innovate 2023 Committee and Conference Logistics will hereafter be referred to as 'the Organisers'.

Sponsor and exhibition packages will be allocated in order of receipt of booking forms.

The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever. Sponsors and exhibitors are advised to insure against such liability.

The Organisers reserve the right to change the venue and duration if circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.

The Organisers reserve the right to alter the exhibition floorplan at their discretion.

Exhibits must not be removed, and displays must not be dismantled either partly or in total before closing time on the last day of the exhibition.

The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.

Payment Details

An invoice will be sent on receipt of the booking form.

If payment is not received within 30 days of receipt of the invoice your booking may be cancelled.

For cancellation of sponsorship and/or exhibition at least 1 month prior to the commencement of the conference, full payments will only be refundable if the Organisers are able to re-sell the package.

For cancellations less than 1 month prior to the commencement of the exhibition, all payments are non-refundable.

All prices include Goods and Services Tax (GST).

Booking Form Information

Personal Information:				
Contact Name				
Position				
Organisation				
Postal Address				
Phone				
Mobile				
Email				

Sponsorship Booking:				
Sponsor Title	Sponsorship Amount			
Platinum Partner	\$45,000			
Innovator	\$35,000			
Collaborator	\$15,000			
Gala Dinner Sponsor	(SOLD) \$20,000			
Excellence in Innovation Awards Sponsor	(SOLD) \$15,000			
Diversity and Inclusion Partner	(SOLD) \$15,000			
Early Career Researchers (ECR) Competition Sponsor	(SOLD) \$15,000			
Welcome Reception	\$12,000			
Hydration Station Sponsor	\$12,000			
Breakfast Sponsor	\$12,000			
Morning and Afternoon Tea Sponsor	\$7,500			
Coffee Cart Sponsor	\$0LD \$7,500			
Conference session Sponsor	\$5,500			
Conference phone App	(SOLD) \$5,500			
Lanyard Sponsor	(SOLD) \$5,500			
Wi-Fi Sponsor	\$5,500			
Charging Station Sponsor	\$3,500			

Exhibition Booking:					
Exhibition Booth Checkbox, Quantity:			@ \$1,500 each		
Additional Exhibitor Checkbox, Quantity:			@ \$280 each		
Name(s) of representative(s)					
Payment Summary:					
Sponsorship Total: Exhibition Booth:					
Additional Exhibitor Staff:					
Total Amount to be Invoiced:					
Payment Details:					

Please sent the completed form to:

I wish to pay by Electronic Funds Transfer (an invoice will be sent for processing which will have

E: admin@cooperativeresearch.org.au

contact bank details)

	I wish to pay by Credit Card and I hereby	authorise
you	to charge the amount of \$	to my
cre	dit card. All credit card transactions will ir	ncur a 2%
cre	dit card fee.	

Credit Card Details
