



Connective Learning

2018

Commitment.
Resilience.
Innovation.
Integrity.
Growth.



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A message from our CEO.

THE LAST 12 MONTHS HAVE MARKED THE START OF A NEW ERA IN THE AUSTRALIAN MORTGAGE BROKING INDUSTRY.

2017 has shown us a future where rapid regulatory change, heightened scrutiny, increasing consumer expectations and technological advancements are the new normal. A future that will be owned by innovative, resilient and customer focused businesses ready to turn change into opportunity.

Connective Learning plays a key role in equipping our members to thrive in this bright and dynamic tomorrow. Our 2018 program will continue our solid customer focus – we never forget the end consumer is the reason why we are here and good customer outcomes must be at the heart of everything we do. Thanks to your many years of support, our education program has helped to establish and grow some of Australia's most successful mortgage broking businesses.

In 2018, Connective Learning will continue to provide quality education and content to support our brokers' continuing growth. It is only with your ongoing support, commitment and strong involvement that we can ensure our members are armed and educated to succeed in our industry's exciting future.

Thank you for your support of Connective Learning. We look forward to working with you next year, to help our brokers embrace change, add value and grow.

Sincerely,
Glenn Lees
Connective CEO

The brokers of tomorrow.

About the Connective broker community.

4,094+

Connective Members.
(Business Owners & Loan Writers)

8%



Increase in membership
over the last 12 months.

Our membership continues to grow strongly year on year.

3,203+

Loan Writers.

8%



2,646+

Business Owners.

11%



1,881+

Broker Groups.

16%



800+

Female Brokers.

15%



We support a diverse community of brokers.

71%

Sole Operators.

14%

2 - 4 Brokers.

15%

5+ Brokers.

\$41.6B

Total Settlements
(Sept 2016 – Aug 2017)

Average monthly settlements eclipsing \$3B, with a record month of settlements in June 2017 at \$4.2B.

Our brokers value our Connective Learning & Development Program.

1 in 3

..... attended our March Professional Development Day.
1 in 4 attended our Lender Splendour.

400+

..... average registrations for our online Tactical Workshops.

94%

..... thought our Lender Splendour Day was Good or Great, and the content was valuable.

100%

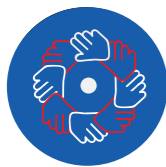
..... of Leadership Summit attendees said the Conference was Valuable or Very Valuable.

Connective Learning 2018

Helping brokers succeed in our industry's bright future.

CONNECTIVE LEARNING OBJECTIVES

Our learning themes for 2018 are focused on best practice customer service, positive consumer outcomes and ways brokers can thrive in our rapidly evolving industry, including:



Commitment

Keeping positive customer outcomes at the heart of everything we do.



Growth

Creating sustainable success for every broker and lender.



Integrity

Always doing the right thing by the customer.



Innovation

Proactive ways to embrace and harness tomorrow.



Resilience

Riding the wave of change.

CONNECTIVE LEARNING CONTENT

Best practice customer service and improving consumer outcomes

Industry updates covering compliance & technology

Best practices for small business owners

Tactical business management & development sessions

Practical training to enhance sales & marketing skills

Peer-to-peer learning opportunities

Diversification training allowing brokers to maximise the value of each client

Ongoing product education & application

2018 LEARNING EVENTS IN NUMBERS

| | | | |
|------------------------|---------------------------|--------------------|-------------------------------|
| 50+ | 50+ | 12+ | 10 |
| Compliance Workshops | Networking Functions | Tactical Workshops | Professional Development Days |
| 10 | 10+ | 5 | 10 |
| Lender Splendour Expos | Connective Empower Events | State Awards | Leadership Roundtables |
| 1 | Leadership Summit | 1 | National Conference |

and more.

Connective Learning Events Program

CALENDAR AT A GLANCE

| | | | | |
|-----------|--------------------------------------|-----------------------|---------------------|-------------------|
| January | Lender Update Session – only Lenders | | | |
| February | Professional Development Day | | Networking Function | Tactical Workshop |
| March | Connective Empower | Leadership Roundtable | Networking Function | Tactical Workshop |
| April | Lender Splendour | | Networking Function | Tactical Workshop |
| May | Leadership Summit | | Networking Function | Tactical Workshop |
| June | | | Networking Function | Tactical Workshop |
| July | Professional Development Day | | Networking Function | Tactical Workshop |
| August | | Leadership Roundtable | Networking Function | Tactical Workshop |
| September | Lender Splendour | State Awards | Networking Function | Tactical Workshop |
| October | National Conference | | Networking Function | Tactical Workshop |
| November | Connective Empower | | Networking Function | Tactical Workshop |

* Dates may vary

CONNECTIVE CONFERENCE OUR FLAGSHIP EVENT OF THE 2018 CALENDAR

Focus on improving customer service and outcomes

Annual national Conference

Leading keynote speakers

Important industry insights and updates

Networking and peer-to-peer learning opportunities

Build and strengthen important relationships

Showcase your product and brand one-on-one at exhibition stands

Reward and recognise achievement



Nearly

600 brokers

registered across the country in 2017.

1,000+

total delegates at Connective Conferences 2017 - including lender partners, staff, speakers and Gala Awards.

PROFESSIONAL DEVELOPMENT DAYS
LEADING SPEAKERS AND PEER-TO-PEER LEARNING

Twice each year in each state (February and July)

Multiple streams allowing brokers to select content suitable for their needs

Industry insights and updates

Leading keynote speakers

Best practice customer service

Compliance and risk management

Technical and practical skill development

Business benchmarking

Digital and technology updates

Networking and peer-to-peer learning opportunities

 **1,700+**
brokers attended a Professional Development Day in 2017.

80%
thought the Professional Development Day content added value to their business.



LENDER SPLENDOUR
YOUR CHANCE TO SHINE AND CONNECT WITH BROKERS

Twice each year in each state (April and September) due to popularity in 2017

State Connective Excellence Awards presented following the September event


Build and strengthen relationships with brokers


Showcase your product and competitive advantages one-on-one at exhibition stands

Product application & customer outcome improvement

Lender presentations & discussion panels

Lender policy updates & other industry developments

 **1 in 4**
Connective brokers attended our Lender Splendour in 2017.

 **94%**
of attendees rated the content Good/Great.

LEADERSHIP SUMMIT
INVITATION ONLY EVENT WITH OUR KEY THOUGHT LEADERS AND BUSINESS OWNERS

Invitation only event

Attendees include business owners of our highest performing brokerage groups

Focus on strategic business planning and development of the industry

Continue to build key strategic relationships

CONNECTIVE EXCELLENCE AWARDS

REWARD, RECOGNISE AND CONNECT WITH LOCAL HIGH PERFORMING BROKERS

One per state. Awards held in the evening following the September Lender Splendour event

Build and strengthen relationships with brokers

Celebrate and acknowledge brokers who are performing well in their segments

Recognise brokers providing the best customer service and outcomes

CONNECTIVE EMPOWER

SUPPORTING AND GROWING WOMEN IN THE MORTGAGE INDUSTRY

Twice each year in each state (March and November)

Designed to encourage and support women in mortgage broking and the broader financial industry

Skill & personal development workshop sessions

Peer-to-peer learning

Launched in

2017

Hugely successful with a high demand from our increasing membership of female brokers.

CONNECTIVE LEADERSHIP ROUNDTABLES

AN INTIMATE ENVIRONMENT TO CONNECT WITH HIGH PERFORMING BUSINESS OWNERS

Twice each year in each state (March and August)

Invitation only event

Discuss key topics and important industry developments

Opportunity to create and facilitate higher level working relationships

TACTICAL WORKSHOPS

PEER-TO-PEER LEARNING VIA LIVESTREAM/VIDEO CAST

One workshop per month (minimum)

High performing brokers sharing technical and practical tips

Targeted information for specific audiences

Syndicated nationally using livestream technology

Focus on up-skilling and improving customer outcomes



Average

400+

registrations for our online Tactical Workshops in 2017. Our first year for these events.



92%

of attendees rated the content Good/Excellent.

DIVERSIFICATION OPPORTUNITIES
COMMERCIAL & ASSET FINANCE EVENTS

Regular webinars

Small format workshops to ensure targeted content for correct audience

Dedicated streams at both Professional Development Days - Twice each year in each state (February and July)

Mercury training to maximise opportunity

Focus on improving overall customer service and outcomes

Online training including eBooks and How To articles

DIGITAL LEARNING OPPORTUNITIES

eLearning modules

Regular webinars

Mercury/Application training workshops

Diversification workshops

Livestreamed learning events & recorded broadcasts

Connective Wiki

Connective Weekly

Connective TV & lender interviews

Online Compliance training

News.Connective.com.au for daily lender updates

NETWORKING FUNCTIONS

A DEDICATED SERIES FOR YOUR LOCAL BDMS TO CONNECT WITH LOCAL BROKERS

At least one function in each state per month (excluding January & December)

Valuable opportunities for brokers to access local lender BDMs

Peer-to-peer learning

Industry insights & discussions

Knowledge/skill sharing



Over

100

lender networking functions ran in 2017, with over

3,000

registrants

Benefits of Sponsoring Connective Learning 2018.

AN INVESTMENT IN THE INDUSTRY & POSITIVE CONSUMER OUTCOMES.



Support

Demonstrate your commitment to improving our industry and the mortgage broking profession, continuing to deliver good consumer outcomes.



Educate

Develop the skills of our 4,000+ successful mortgage brokers.



Grow

Drive your marketing efforts, target more effectively and increase your share of Connective's monthly settlements.



Connect

Build relationships by giving your support.

SPONSORSHIP OPPORTUNITIES AT A GLANCE

| Partnership Level | Investment | Limited To |
|--|-----------------------|------------|
| Platinum Plus | \$350,000 + GST | 2 |
| Platinum | \$275,000 + GST | 4 |
| Gold | \$150,000 + GST | 6 |
| Silver | \$75,000 + GST | Unlimited |
| Support Partners (not available to Lenders) | \$25,000 + GST | Unlimited |
| Gold Commercial | \$50,000 + GST | 4 |
| Silver Commercial | \$25,000 + GST | 4 |
| Gold Asset Finance | \$50,000 + GST | 4 |
| Silver Asset Finance | \$25,000 + GST | 4 |
| Empower / Event Specific Sponsorship | Contact Connective | Unlimited |

For details of each sponsorship package, please refer to pages 18-33, to help you choose which opportunity is right for you.

Platinum Plus Partnership

\$350,000 + GST INVESTMENT

limited to two Connective Lender Panel Partners

Be the leader

Platinum Plus Partnership gives you access to all events in the 2018 Connective Learning program, including our exclusive Leadership Summit and Leadership Roundtable events. This sponsorship package offers you the maximum exposure to our brokers Australia-wide, providing many opportunities to promote your brand, educate and engage with the highest performers.

PLATINUM PLUS BENEFITS

Leadership Summit

| | About | Attendees | Content | Other |
|--|-----------------|--|---|--|
| | National Event | Up to 2 delegates Includes business class flights (where available) and accommodation | Presentation | Your logo on marketing materials and invitations |
| | Invitation only | | Educate and connect with top performing brokers and business owners | |

Connective Conference

| | About | Attendees | Content | Other |
|--|----------------|--|--|---|
| | National Event | Up to 4 delegates Including accommodation | Premium Lender Expo Trade Show Booth | Opportunity to purchase extra tickets (until sold out) |
| | | | Opportunity to participate in our Conference agenda | Your logo on the Conference website and other marketing materials and invitations |
| | | | Educate and connect with brokers and business owners | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

Education & Learning Events

| | About | Attendees | Content | Other |
|--|--|-----------------------------|---|---|
| Leadership Roundtable (2 per state) | Exclusive access to 1 series (5 events) | 2 Senior Representatives | Drive content and discussion | |
| Professional Development Days (2 per state) | Access to all | Up to 4 delegates per state | Opportunity to provide speaker or content | Named coffee cart sponsor at 1 series (5 events) |
| Lender Splendour (2 per state) | Access to all | Up to 4 delegates per state | Opportunity to provide speaker or content Opportunity to present Premium Trade Show Booth | Named coffee cart sponsor at 1 series (5 events) |
| Networking Functions (monthly except Jan & Dec) | Exclusive access to 1 series (5 events) | Up to 3 delegates per state | Opportunity to present/ provide speaker or content | |
| Connective Empower (2 per state) | Access to all | Attendance at all events | | |
| Tactical Workshops (monthly) | Exclusive access to 1 Tactical Workshop Content Production | Attendance at all events | Opportunity to provide speaker or content | |
| Connective Chinese Celebrations (2 in NSW & VIC) | Access to all | 1 delegate per state | | |

Networking & Recognition

| | About | Attendees | Content | Other |
|--|---|-----------------------------|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers | Up to 3 delegates per state | Connective Excellence Award: Presentation, Naming & Logo | VIP Table at Connective Excellence Gala Awards Dinner (2 Senior Representatives to join table) |

Brand Benefits

| | | | |
|----------------------------------|--|---|---|
| Connective TV feature | 2 x emails to database | Sponsorship acknowledgement at all events | Logo on Connective website |
| Connective TV Sponsor - 6 months | 2 x "powered by" articles in Connective Weekly | Monthly Reports | Logo on event sites & registration page |
| Delegate lists for events | | | |

Platinum Partnership

\$275,000 + GST INVESTMENT

limited to four Connective Lender Panel Partners

Educate & reach more brokers

Platinum Partnership gives you access to most of the events in the Connective Learning Program. This sponsorship package provides valuable exposure with our brokers Australia-wide, from sole operators through to high performers and industry leaders. You also enjoy the opportunity to attend our exclusive Leadership Summit, with our top brokers and business owners.

PLATINUM BENEFITS

Leadership Summit

| | About | Attendees | Content | Other |
|--|-----------------|--|---|--|
| | National Event | Up to 2 delegates Includes business class flights (where available) and accommodation | Presentation | Your logo on marketing materials and invitations |
| | Invitation only | | Educate and connect with top performing brokers and business owners | |

Connective Conference

| | About | Attendees | Content | Other |
|--|----------------|--|--|---|
| | National Event | Up to 3 delegates Including accommodation | Lender Expo Trade Show Booth | Opportunity to purchase extra tickets (until sold out) |
| | | | Opportunity to participate in our Conference agenda | Your logo on the Conference website and other marketing materials and invitations |
| | | | Educate and connect with brokers and business owners | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

Education & Learning Events

| | About | Attendees | Content |
|---|--|-----------------------------|---|
| Professional Development Days (2 per state) | Access to all | Up to 3 delegates per state | |
| Lender Splendour (2 per state) | Access to all | Up to 3 delegates per state | Opportunity to present Trade Show Booth |
| Tactical Workshops (monthly) | Exclusive access to 1 Tactical Workshop Content Production | Attendance at all events | Opportunity to provide speaker or content |
| Networking Functions (monthly except Jan & Dec) | Exclusive access to 1 series (5 events) | Up to 3 delegates per state | Opportunity to present/provide speaker or content |

Networking & Recognition

| | About | Attendees | Content |
|--|---|-----------------------------|--|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers | Up to 2 delegates per state | Connective Excellence Award: Presentation, Naming & Logo |

Brand Benefits

| | | | |
|-----------------------|---|---|---|
| Connective TV feature | 1 x email to database | Sponsorship acknowledgement at all events | Logo on Connective website |
| Monthly Reports | 1 x "powered by" article in Connective Weekly | Delegate lists for events | Logo on event sites & registration page |

Gold Partnership

\$150,000 + GST INVESTMENT

limited to six Connective Lender Panel Partners

Add value & inform as a leader

Gold Partnership provides multiple opportunities to meet with brokers face-to-face to build profitable relationships that support your business goals. Your brand will also gain excellent exposure at our National Conference, Professional Development Days, Lender Splendour Expos and at your own nation-wide round of Networking Functions.

GOLD BENEFITS

Connective Conference

| About | Attendees | Content | Other |
|----------------|--|--|---|
| National Event | Up to 2 delegates Including accommodation | Lender Expo Trade Show Booth | Opportunity to purchase extra tickets (until sold out) |
| | | Educate and connect with brokers and business owners | Your logo on the Conference website and other marketing materials and invitations |
| | | | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

Education & Learning Events

| About | Attendees | Content |
|---|--|--|
| Professional Development Days (2 per state) | Access to all | Up to 2 delegates per state |
| Lender Splendour (2 per state) | Access to all | Up to 2 delegates per state Opportunity to present Trade Show Booth |
| Networking Functions (monthly except Jan & Dec) | Exclusive access to 1 series (5 events) | Up to 3 delegates per state Opportunity to present/provide speaker or content |

Networking & Recognition

| About | Attendees |
|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers Up to 1 delegate per state |

Brand Benefits

| | | | |
|---|----------------------------|---|---------------------------|
| Sponsorship acknowledgement at all events | Logo on Connective website | Logo on event sites & registration page | Delegate lists for events |
| Monthly Reports | | | |

Silver Partnership

\$75,000 + GST INVESTMENT

Take an active role

Silver Partnership provides excellent exposure and valuable opportunities to engage with and educate brokers at every level of business. Expand your profile by promoting your brand and engaging with brokers at many of our popular events in the Connective Learning program.

SILVER BENEFITS

Connective Conference

| About | Attendees | Content | Other |
|----------------|--|--|---|
| National Event | Up to 1 delegate including accommodation | Lender Expo Trade Show Booth | Your logo on the Conference website and other marketing materials and invitations |
| | | Educate and connect with brokers and business owners | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

Education & Learning Events

| About | Attendees | Content |
|---|---------------|---|
| Professional Development Days (2 per state) | Access to all | Up to 2 delegates per state |
| Lender Splendour (2 per state) | Access to all | Up to 2 delegates per state Trade Show Booth |

Networking & Recognition

| About | Attendees |
|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers Option to purchase tickets in each state |

Brand Benefits

| | |
|----------------------------|-----------------|
| Logo on Connective website | Monthly Reports |
|----------------------------|-----------------|

Support Partnership

\$25,000 + GST INVESTMENT

limited to non-lenders

Engage & promote your business

Support Partnership is a sponsorship package designed for our non-lender partners. If you are a service provider working with brokers, or simply expanding your business into the mortgage broking industry, you'll enjoy opportunities to engage with important industry players face-to-face. Raise your business profile, educate our members about your products and services, and build important relationships to help your business grow.

SUPPORT BENEFITS

Connective Conference

| About | Attendees | Content |
|----------------|---------------------------------------|--|
| National Event | 1 delegate Including accommodation | Lender Expo Trade Show Booth |
| | | Educate and connect with brokers and business owners |

Education & Learning Events

| About | Attendees | Content |
|---|---------------|--|
| Professional Development Days (2 per state) | Access to all | 1 delegate per state |
| Lender Splendour (2 per state) | Access to all | 1 delegate per state Trade Show Booth |

Networking & Recognition

| About | Attendees |
|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers Option to purchase tickets in each state |

Brand Benefits

| |
|----------------------------|
| Logo on Connective website |
|----------------------------|

Commercial Sponsorship Opportunities 2018

Diversification is growing as a key business growth strategy for many of our members. Our Commercial & Asset Finance Learning Program was launched in 2017 with great success, targeting two main broker segments:

- o Training for brokers entering the commercial and/or asset finance arena
- o Supporting success and business expansion for brokers already writing commercial and/or asset finance loans.

Our Commercial and Asset Finance Sponsorship packages provide excellent opportunities for our business partners to connect with our brokers operating in these markets.

GOLD COMMERCIAL \$50,000 + GST INVESTMENT

| Connective Conference | About | Attendees | Content | Other |
|-----------------------|----------------|---------------------------------------|---|---|
| | National Event | 1 delegate Including accommodation | Lender Expo Trade Show Booth | Your logo on the Conference website and other marketing materials and invitations |
| | | | Educate, and connect with, top performing brokers and business owners | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

| Education & Learning Events | About | Attendees | Content |
|---|---------------|-----------------------------|--|
| Professional Development Days (2 per state) | Access to all | Up to 2 delegates per state | Opportunity to provide speaker/content in dedicated stream |
| Lender Splendour (2 per state) | Access to all | Up to 2 delegates per state | Opportunity to present Trade Show Booth |

| Networking & Recognition | About | Attendees |
|--|---|----------------------------|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers | Up to 1 delegate per state |

| Brand Benefits | 1 x email to database | Logo on Connective website | Monthly Reports | Sponsorship acknowledged at all Commercial events |
|----------------|---|----------------------------|-----------------|---|
| | Delegate list for all Commercial events | | | |

SILVER COMMERCIAL \$25,000 + GST INVESTMENT

| Connective Conference | About | Attendees | Content |
|-----------------------|----------------|---------------------------------------|---|
| | National Event | 1 delegate Including accommodation | Lender Expo Trade Show Booth |
| | | | Educate, and connect with, top performing brokers and business owners |

| Education & Learning Events | About | Attendees | Content |
|---|---------------|----------------------|------------------|
| Professional Development Days (2 per state) | Access to all | 1 delegate per state | |
| Lender Splendour (2 per state) | Access to all | 1 delegate per state | Trade Show Booth |

| Networking & Recognition | About | Attendees |
|--|---|--|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers | Option to purchase tickets in each state |

| Brand Benefits | Logo on Connective website | Sponsorship acknowledged at all Commercial events | Monthly Reports |
|----------------|----------------------------|---|-----------------|
| | | | |

Asset Finance Sponsorship Opportunities 2018

GOLD ASSET FINANCE \$50,000 + GST INVESTMENT

Connective Conference

| About | Attendees | Content | Other |
|----------------|---------------------------------------|---|---|
| National Event | 1 delegate Including accommodation | Lender Expo Trade Show Booth | Your logo on the Conference website and other marketing materials and invitations |
| | | Educate, and connect with, top performing brokers and business owners | Option to include branded merchandise for the Conference delegate show bag (at your cost) |

Education & Learning Events

| About | Attendees | Content |
|---|---------------|--|
| Professional Development Days (2 per state) | Access to all | Up to 2 delegates per state |
| Lender Splendour (2 per state) | Access to all | Up to 2 delegates per state |
| | | Opportunity to provide speaker/content in dedicated stream |
| | | Opportunity to present Trade Show Booth |

Networking & Recognition

| About | Attendees |
|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers |
| | Up to 1 delegate per state |

Brand Benefits

| | | | |
|--|----------------------------|-----------------|--|
| 1 x email to database | Logo on Connective website | Monthly Reports | Sponsorship acknowledged at all Asset Finance events |
| Delegate list for all Asset Finance events | | | |

SILVER ASSET FINANCE \$25,000 + GST INVESTMENT

Connective Conference

| About | Attendees | Content |
|----------------|---------------------------------------|---|
| National Event | 1 delegate Including accommodation | Lender Expo Trade Show Booth |
| | | Educate, and connect with, top performing brokers and business owners |

Education & Learning Events

| About | Attendees | Content |
|---|---------------|----------------------|
| Professional Development Days (2 per state) | Access to all | 1 delegate per state |
| Lender Splendour (2 per state) | Access to all | 1 delegate per state |
| | | Trade Show Booth |

Networking & Recognition

| About | Attendees |
|--|---|
| State Celebration Gala (1 in each state) | Network and celebrate with our best brokers |
| | Option to purchase tickets in each state |

Brand Benefits

| | | |
|----------------------------|--|-----------------|
| Logo on Connective website | Sponsorship acknowledged at all Asset Finance events | Monthly Reports |
|----------------------------|--|-----------------|

Connective Empower

Help us support, connect and inspire women in the mortgage broking industry.

In 2017 we launched Connective Empower, a series of events designed to support, educate and upskill women working in finance and broking. These events provide a forum for women to share ideas, experiences and successes and help support each other in their business growth plans.

The role of women in the finance industry is important and growing. We have had hugely positive feedback regarding these events and will continue to invest in this series into 2018, and beyond.

If you would like to develop, educate and inspire the growing number of women in the profession of mortgage broking, please join us by partnering our Connective Empower Series.

Email events@connective.com.au to learn more.

Event specific sponsorship

CONNECTIVE CHINESE PROGRAM

FOCUS YOUR ATTENTION ON THIS IMPORTANT SEGMENT

Throughout 2016 and 2017 we established dedicated support, resources and events to help cater for this growing market. From webinars in Chinese and Mandarin, compliance modules and articles translated in Chinese, right through to Celebration Events important to the Chinese community – we have built a solid program of success.

If you would like to expand into the Chinese broker market, or continue to build your presence in this space, please email events@connective.com.au to learn more.

OTHER EVENT PARTNERSHIP OPPORTUNITIES

If there is a key broker segment you want to engage, or you have some particular content you want to deliver, get in touch with the Events Team to discuss participating in one of these activities:

- Regional Member Forums
- Connective TV – Live Interview or Feature
- Tactical Workshops
- Email blast to our database of members
- Livestream Webinars

For more information, please email the Events Team at events@connective.com.au.

2018 Connective Learning Sponsorship Comparison

Key



1 Delegate



Accommodation Included



Asset Finance or Commercial Stream

| Partnership Level: | Platinum Plus | Platinum | Gold | Silver | Support Partner | Gold Commercial | Silver Commercial | Gold Asset Finance | Silver Asset Finance |
|--------------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-------------------|--------------------|----------------------|
| Investment Level: | \$350,000 + GST | \$275,000 + GST | \$150,000 + GST | \$75,000 + GST | \$25,000 + GST | \$50,000 + GST | \$25,000 + GST | \$50,000 + GST | \$25,000 + GST |
| Limited to: | 2 | 4 | 6 | 10 | | 4 | 4 | 4 | 4 |

| | Platinum Plus | Platinum | Gold | Silver | Support Partner | Gold Commercial | Silver Commercial | Gold Asset Finance | Silver Asset Finance |
|--|---------------------------|---------------------------|-----------------------|-----------------------|----------------------|-----------------------|----------------------|-----------------------|----------------------|
| EDUCATION BENEFITS | | | | | | | | | |
| Leadership Summit (National) | ✓ | ✓ | | | | | | | |
| Invitation only event | ✓ | ✓ | | | | | | | |
| Attendance for 2 delegates includes business class flights | 2 delegates, bed icon | 2 delegates, bed icon | | | | | | | |
| Network with top performing brokers and business owners | ✓ | ✓ | | | | | | | |
| Your logo on registration and other marketing materials | ✓ | ✓ | | | | | | | |
| Opportunity to present | ✓ | ✓ | | | | | | | |
| Connective Conference (National) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Attendance | 4 delegates, bed icon | 4 delegates, bed icon | 2 delegates, bed icon | 1 delegate, bed icon | 1 delegate, bed icon | 1 delegate, bed icon | 1 delegate, bed icon | 1 delegate, bed icon | 1 delegate, bed icon |
| Opportunity to purchase extra seats (until sold out) | ✓ | ✓ | ✓ | | | | | | |
| Lender Expo Trade Show Booth | ✓ Premium | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Option to participate in Conference agenda | ✓ | ✓ | | | | | | | |
| Logo on marketing materials | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| Branded Merchandise eg. Show bag (your own cost) | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| State Awards (1 in each state) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Attendance | 2 delegates per state | 2 delegates per state | 1 delegate per state | Tickets Available | Tickets Available | 1 delegate per state | Tickets Available | 1 delegate per state | Tickets Available |
| Connective Excellence Award: Presentation, Naming & Logo | ✓ | ✓ | | | | | | | |
| Network and celebrate with our best brokers | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| VIP Table at Connective Excellence Gala Awards | 2 delegates | | | | | | | | |
| Leadership Roundtable (2 per state) | 1 series (5 series) | | | | | | | | |
| Attendance | 2 delegates per state | | | | | | | | |
| Opportunity to drive discussion points or content | ✓ | | | | | | | | |
| Tactical Workshops (monthly) | 1 Workshop | 1 Workshop | | | | | | | |
| Attendance | ✓ | ✓ | | | | | | | |
| Opportunity to provide speaker or content | 1 Workshop | 1 Workshop | | | | | | | |
| Professional Development Days (2 per state) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Attendance | 4 delegates per state | 4 delegates per state | 2 delegates per state | 2 delegates per state | 1 delegate per state | 2 delegates per state | 1 delegate per state | 2 delegates per state | 1 delegate per state |
| Named coffee cart sponsor at 1 series | ✓ | | | | | | | | |
| Opportunity to provide speaker or content | ✓ | | | | | ✓* | | ✓* | |
| Lender Splendour (2 per state) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Attendance | 4 delegates per state | 4 delegates per state | 2 delegates per state | 2 delegates per state | 1 delegate per state | 2 delegates per state | 1 delegate per state | 2 delegates per state | 1 delegate per state |
| Named coffee cart sponsor at 1 series | ✓ | | | | | | | | |
| Opportunity to provide speaker or content | ✓ | | | | | | | | |
| Opportunity to present | ✓ | ✓ | ✓ | | | ✓ | | ✓ | |
| Trade Show Booth | ✓ Premium | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Networking Functions (monthly except Jan and Dec) | ✓ | 1 series (5 events) | 1 series (5 events) | | | | | | |
| Attendance | 4 delegates per state | 4 delegates per state | 4 delegates per state | | | | | | |
| Opportunity to provide speaker or content | ✓ | ✓ | ✓ | | | | | | |
| Connective Empower | ✓ | | | | | | | | |
| Attendance | 1 delegate per state | | | | | | | | |
| Opportunity to provide speaker or content | ✓ | | | | | | | | |
| Connective Chinese Celebrations (2 in NSW/VIC) | ✓ | | | | | | | | |
| Attendance | 1 delegate per state | | | | | | | | |
| Opportunity to provide speaker or content | ✓ | | | | | | | | |
| BRAND BENEFITS | | | | | | | | | |
| Connective TV feature | ✓ | ✓ | | | | | | | |
| Connective TV Sponsor | 6 months | | | | | | | | |
| Email to database | 2 | 1 | | | | 1 | | 1 | |
| Connective Weekly | 2 x "Powered by" articles | 1 x "Powered by" articles | | | | | | | |
| Sponsorship acknowledgement at all events | ✓ | ✓ | ✓ | | | Commercial Events | Commercial Events | Asset Finance Events | Asset Finance Events |
| Logo on Connective website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on event sites & registration page | ✓ | ✓ | ✓ | | | | | | |
| Monthly Reports | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Delegate lists for events | ✓ | ✓ | ✓ | | | Commercial Events | | Asset Finance Events | |

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