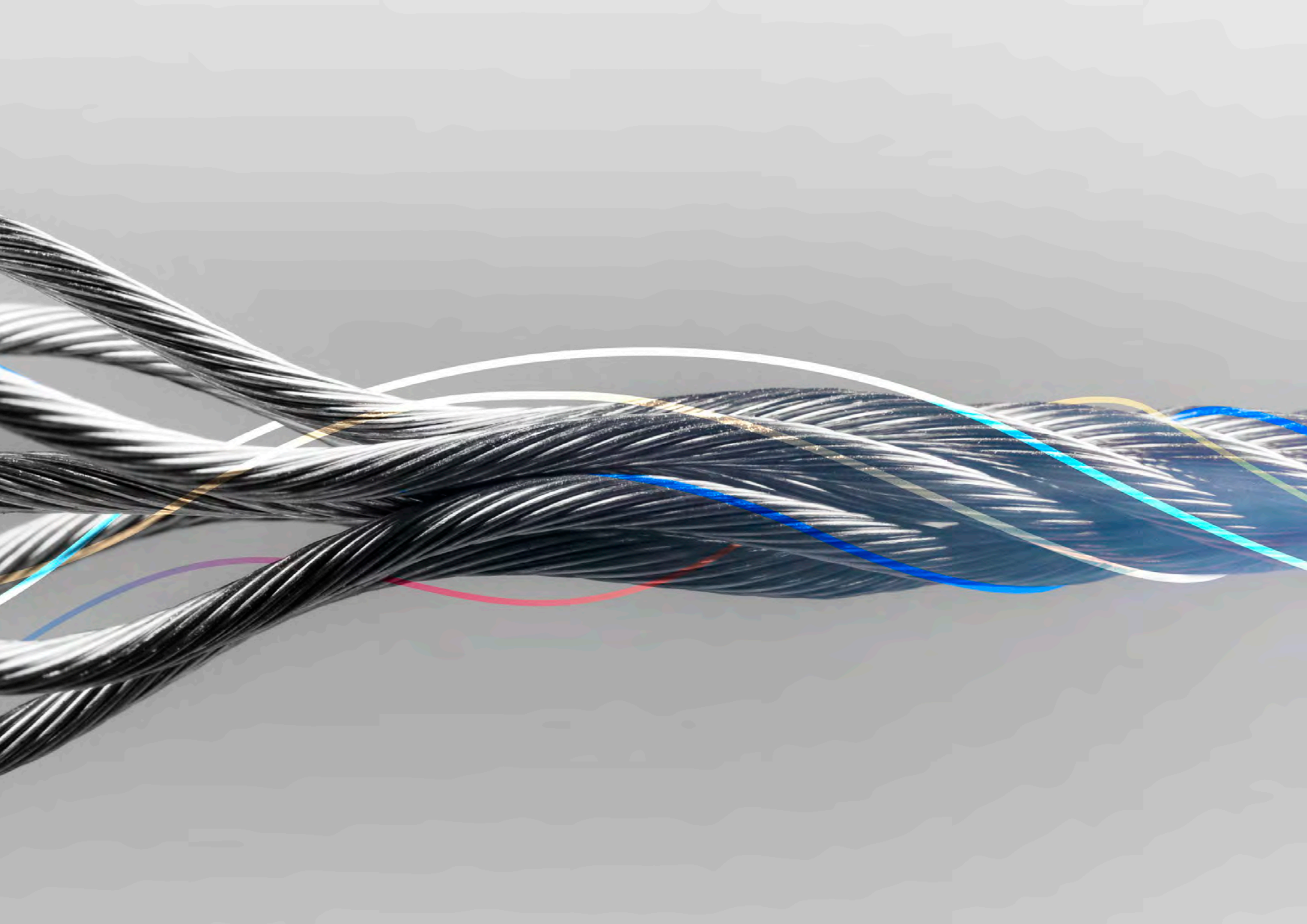




Australian Dental
Industry Association

The background of the slide is a light gray gradient. Overlaid on this are several thick, black, twisted cables that appear to be made of many fine strands, creating a complex, braided pattern. Interspersed among these cables are several thin, glowing lines in various colors: blue, yellow, green, red, and purple. These lines curve and loop around the cables, adding a sense of motion and technology to the design.

AN INDUSTRIAL STRENGTH PARTNERSHIP PROPOSAL



INTRODUCTION

Hi there,

In a world that is changing daily, when a lockdown can mean a closedown, quality and stability inspire confidence and hope.

When we're bombarded with a never-ending 24-hour news cycle, we need a clear message to achieve cut-through. Now more than ever, the dental industry is looking to corporations to take a leadership role.

While many dentists are experiencing a partial or full lockdown, now's the time to be working on your business instead of in your business. This means we can better understand what the future holds and what recent and future changes will mean when we return to Australia's new normal.

By partnering with the Australia's only industry association for dental suppliers, the Australian Dental Industry Association (ADIA), you can be positioned as providing business strength, stability and resilience at a time of confusion and fear. Show your customers that you are here to help them be more successful.

We know that times are tough for a lot of businesses right now, and we're here to support you. We're not one of those associations looking to charge you \$100,000 to slap your logo on our website. Instead, we're here to work with you to deliver what you need, to whom, at the right time (and for a much better price!). As Director of Corporate Engagement, my desire is to work with you to develop the best possible solution for the COVID-19 crisis and your products and services to the dental industry. Together, we will be stronger.



Nikki Kelso
Director of Corporate Engagement



Kym De Britt
CEO



The ever-changing global landscape that we currently find ourselves in, and as we approach our centenary, we are currently refining our operational structures and processes and we are looking to partner innovative and strategic businesses who sees the strategic value of a low-cost avenue to new market penetration that partnership with ADIA would provide. You have a unique opportunity to get in on the ground floor and freeze out the competition.

Believe it or not, there are over 24,000 dental professionals in Australia, across 16,000 dental practice businesses, supplied by over 200 companies. From chairs to drills to gas to websites, our members provide everything a dentist needs to be successful (except for the knowledge in their heads and the degree on their wall). They have a huge reach within businesses and with the recent formation of the Parliamentary Friends of the Dental Industry augmenting our existing policy work, we have influence across many businesses, organisations, and in government.

The major demographic of our end users might be surprising – with 52% of the dental profession being women, 58% under 40, and the average dental professional being a 37-year-old woman, we provide a key access point to Australia's purchasing decision-makers for all kinds of business learning for both dental practices and dental supply businesses. In addition, our reciprocal arrangements with equivalent organisations in other professions provide targeted inroads into hard-to-reach markets.

In an increasingly competitive, customer-centric world, alignment with ADIA places you as the exclusive learning and development partner to proudly state that you are the natural choice to support business growth in your field. It says, truthfully, 'We are here to help you be better and do better'.



- We will be surveying over 11,000 people in 2021.

- Members enjoy being consulted for their perspective.

- The long-form survey will be augmented by short and pop-up surveys to expand reach.

Detailed knowledge of your current and potential customers is essential to an agile, responsive business. Stay ahead of your competition and strengthen your engaging brand by having comprehensive customer knowledge not available elsewhere.

The annual member survey is circulated to over 1400 staff of our 200 members. This will enable you to ask dental professionals, dentists, dental supply businesses (or key demographics within these groups) important questions, developing an essential platform to help you promote your message and increase your market penetration. Via strategic member research, ADIA offers you the opportunity to answer questions such as:

- What key communication would overcome the purchase barrier in this demographic?
- What's the appetite for business knowledge training in dental practices?
- What value-adds would be most lucrative in this targeted market?

You can insert one question in each survey and receive de-identified raw data so you can conduct your preferred market analysis, allowing you to:

- gain understanding of your market share;
- focus your ongoing marketing; and
- derive higher return on your investment.

In addition, members and networks receive monthly communications from ADIA. Partnership entitles you to an annual feature in either the Check-Up or the CEO Bulletin, along with a research question. This provides excellent cut-through in a low-distraction environment. Alternatively, partners may choose instead to have a pop-up question appear on the website for the duration of one month for immediate market intelligence.



- ADX is Australia's largest trade show in the dental space – in fact, in all of health care!
- Delegates come from all over Australia to see more, buy more and learn more.
- In response to sector need, ADX Melbourne joins ADX Sydney to make this an annual event, launching in 2021.

We are utilising emerging technologies to deliver ongoing learning, support and engagement for members. Online learning wouldn't be complete without a business knowledge series. Inspired by the innovative solutions required during the lockdown, our **quarterly roadshow** has also gone online, augmented by our **"Refresh" webinar series**. These are great opportunities to provide business solutions to senior decisionmakers of our membership across Australia. And, when things return to "normal", you will still be able to address senior decisionmakers among our membership via these multichannel sessions.

ADX is Australia's largest healthcare exhibition, providing myriad opportunities to connect buyers with suppliers. The event has grown significantly since its inception over 50 years ago and now boasts over 150 exhibitors, 600 booths and thousands of visitors. In response to industry and buyer need, we are looking forward to capitalising on the underserved Victorian market by launching ADX Melbourne in 2021, making ADX an annual event.

The **ADIA Conference** addresses the other side of business success: efficiency, efficacy and business knowledge. Revamped in 2020 for a launch in 2021, over 200 CEOs and C-suite business leaders meet in an intimate, low-distraction event which is a prime opportunity to promote your message to thought leaders and purchase decisionmakers. This is the perfect opportunity to position you as a trusted subject matter expert and guarantees increased interest from customers.

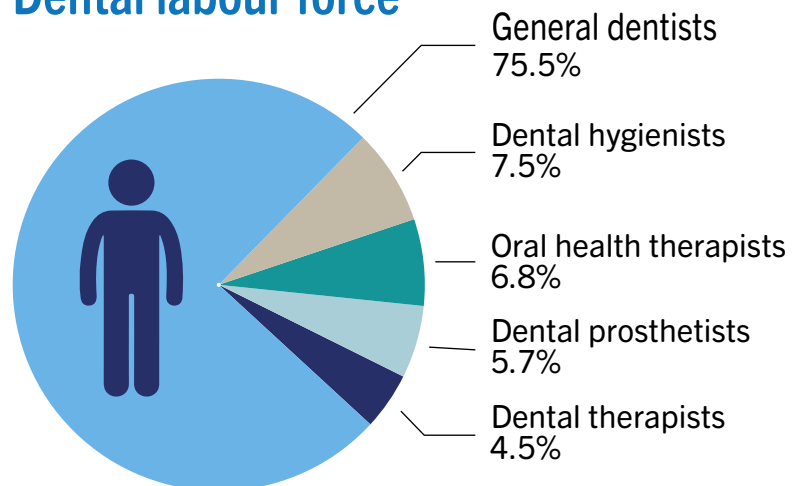
Our commitment to Women in Dentistry centres on the annual **Women in Dentistry breakfast**. Featuring an inspirational businesswoman speaker and with limited sponsorship opportunities to ensure maximum cut-through, you can demonstrate your support to women's empowerment and achievement.

The **Australian Dental Industry Awards** celebrate excellence among dental suppliers. As a partner, you are aligned with quality and superiority. Your support can even focus on particular areas such as marketing, innovation or sustainability.

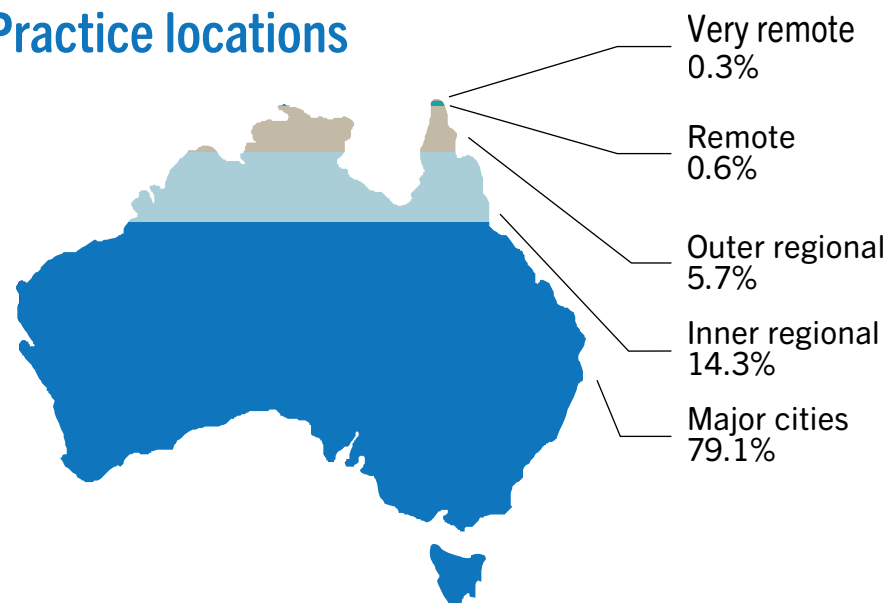
The interesting times in which we live have provided the perfect opportunity to springboard our online learning series, **Introduction to Dentistry**. As a two-day, face-to-face course, the program was limited to those businesses with the resources to enable staff two consecutive days away from the office. Now a truly egalitarian education program, this course for those new to the industry provides essential knowledge about basic dental industry subject areas, enabling participants to speak confidently to dental professionals about their products and services.

DENTAL PROFESSIONALS

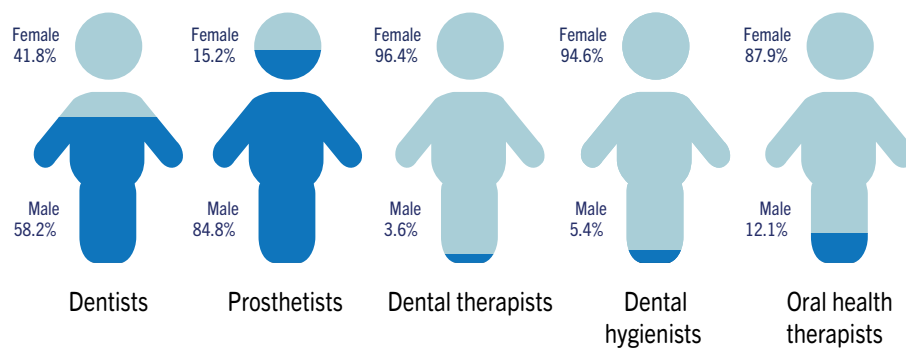
Dental labour force



Practice locations



Gender distribution



The number of women being employed as dentists has increased strongly over the past five years, with more places at dental schools being awarded to women over the past decade than in previous decades.

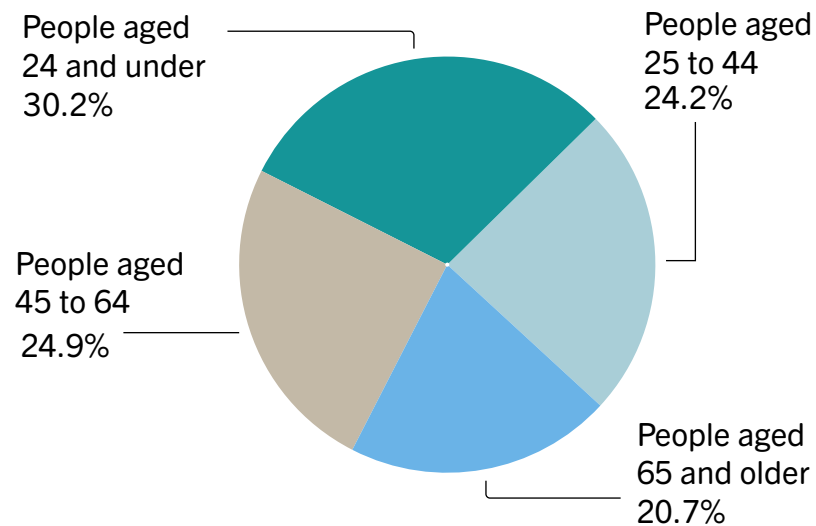
DENTAL SUPPLIERS

2020 Industry revenue

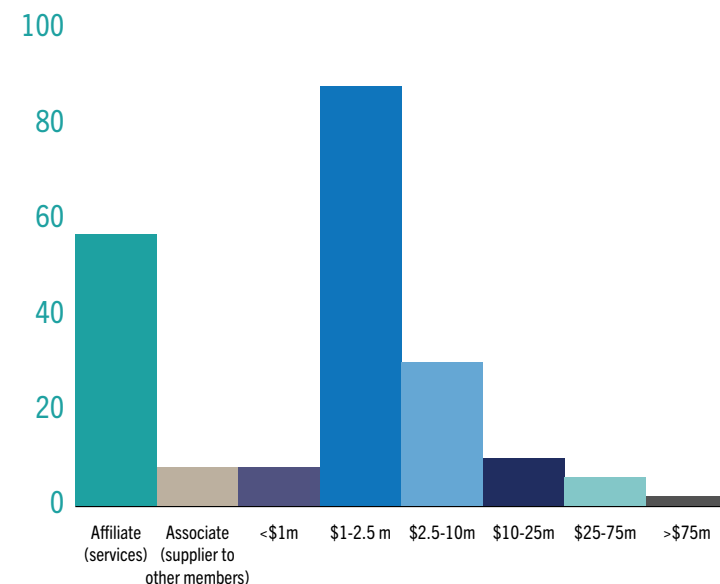
\$ 11.2bn

7.6% of the \$4.3bn medical and surgical equipment manufacturing revenue in Australia is dental equipment and supplies.

Industry major market segmentation



Membership types





- The Check-Up monthly member newsletter to 1,400 staff of our 200+ members.
- CEO updates (daily to weekly) on COVID-19 business matters and support options are circulated to our 200+ members.
- EDMs to our 15,000-strong database.



At this challenging, ever-changing time, businesses are crying out for reliable, trusted advice on business supports available. Our regular CEO advice has become that trusted source of information and highlights that we (and you) can help them weather the COVID-19 storm. From Government stimulus packages to tips on ensuring staff are as effective as possible while working from home, to business rights and staffing responsibilities during slow times, our advice has a consistent 40% open rate. This is a great way for you to get cut-through with businesses that are looking to problem-solve now to ensure they will continue to survive past these interesting times.

The monthly Check-Up newsletter goes out 11 times annually, circulated to all members. It features useful information that helps members be successful. Your partnership includes a promotional feature in one edition per year, which can be accompanied by a one-question survey.

If you also want to target dental practices as potential customers, our monthly e-news for dental professionals is a great way to position you as a trusted solution to business challenges.



- Investment provides access to key new markets.
- You will reach thousands of dental professionals as well as the 200+ companies that supply them.
- You will discover new ways to market your product.

ROI

ADIA recognises the importance of a clear message, and for that reason we are only accepting one learning and development partner per partnership cycle. Partnership is a great opportunity to lock out the competition because not only will you be the only partner in your industry, but you will have first right of refusal when it comes time to renew the partnership.



- Our members range from small family companies to some of the largest companies in the world.
- Dentistry is the fifth-highest paid profession in Australia.
- The “average” dental professional is a 37-year old woman.

INVESTMENT

We can't wait to help you reach new customers, build relationships and be more successful in this trying time. By engaging with our members, their customers and our networks, we provide you with new ways of being the subject matter expert on a variety of solutions.

We know that many businesses are finding cashflow a challenge right now. Mindful of the economic challenges brought about by COVID-19 and the subsequent social changes, we offer both length of partnership and payment options. However, if something else would suit you better, we will do our utmost to accommodate your cashflow needs.

Annual partnership

\$40,000 + GST

(\$3,333 + GST per month)

Six-month partnership

\$24,000 + GST

(\$4,000 + GST per month)

Three-month partnership

\$15,000 + GST

(\$5,000 + GST per month)

OUR PEOPLE



Kym De Britt *CEO*

Kym has over 20 years' experience in running for profit and not for profit businesses. These have ranged from hotels, casinos and coffee distributors to industry membership associations.

Favourite food: I am slowly becoming vegetarian, and any dessert.

Favourite words: Yes, we can do that.

Words to live by: I have learnt so much from the mistakes I have made that I am considering making a few more.

ceo@adia.org.au



Nikki Kelso *Director of Corporate Engagement*

Nikki has over 15 years' experience delivering projects in the for-purpose sector. She has a passion for getting things done: efficiently, effectively and with as little fuss as possible.

Favourite food: Fruit & anything I didn't cook

Favourite word: Chelidon (the inside of your elbow)

Words to live by: Bite off more than you can chew, then chew like mad.

nikki.kelso@adia.org.au | 0409 601 101

OUR PEOPLE



Tanya McRae, Chair
Dental Installations

Tanya is an experienced Director with a demonstrated history of working in the dental and medical devices industry. She is skilled in leadership, change management, marketing, market planning, business development, operations management and coaching.



Craig Young, Vice President
A-dec Inc.

Craig has 29 years' experience in the dental industry as both a small business owner and as a senior executive of US based manufacturer A-dec Inc.



Paul Freeman, Treasurer
Medfin Finance / NAB Health

Paul has over 25 years' experience in banking and finance in Australia and the United Kingdom with the NAB Group, and since 2012 as CEO Medfin Finance, and more recently added Health and Private Banking Businesses to his responsibilities. He holds an Executive MBA from the AGSM, a Chartered Banker MBA from Bangor University in the UK, as well as BA and BCom from the University of Melbourne.



Jason Roberts, State Presidents' Nominee
Dental Concepts

Jason has over 15 years' experience in the Medical and Dental industry. Primarily focus has been on Capital equipment, Design and Construction, Logistics and Distribution.



Samantha Cheetham
SDI Limited

Samantha has almost 30 years of experience within the dental industry at SDI Limited, Australia's largest dental manufacturer. Her key strengths are in exporting and marketing of dental materials to over 100 countries on all continents.



Mike Covey
Henry Schein ANZ

Mike has been in the medical device industry for over 20 years across Australasia, North America and Europe in the field of dental consumables, capital equipment, software, technical service and repair, implants, prosthetics and contact lenses.



Ryan Green
William Green Pty Ltd

Heading up Australia's only dental unit manufacturing company, Ryan brings three generations of family knowledge and experience about all things oral health.



Phil Jolly
Jolly Good Consulting

Phil has over 25 years' experience in the dental industry primarily with Ivoclar Vivadent and more recently as a business consultant.

TESTIMONIALS



During the last 9 years of being an ADIA member, we witnessed a lot of change during good and difficult times. I was part of many different businesses (all ADIA members) - from a small family business to a more established corporation then onto a new start-up - **ADIA supported and provided opportunities to all businesses without bias.** Particularly the guidance through larger shows which can be a lot to handle by yourself, up to the **representation in Parliament** and **bringing together partner businesses for sales and cooperation** make create a unity amongst members.

The regular updates we receive from the ADIA, in a more manageable format than if we had to dive into the maze of the TGA and parliament decisions, help manage the overflow of information and summarises changes imposed on the dental industry.



Erik Leinius

TESTIMONIALS



CarbineMedia



ADIA is a key part of our marketing strategy. Some of our biggest customers are ADIA members so partnering with ADIA provides us a convenient and effective channel to existing and new customers. In addition, ADIA is a trusted source of information to members (especially in these challenging times), so our information achieves greater cut-through. In short, connecting with clients through the ADIA community helps us be more successful.

Chris Mikhael

ADIA plays an instrumental role in providing integrated resources and value for our small business. During the emergence of COVID-19 this has never been more true. Their timely advice on regulatory updates, government announcements, and stimulus packages helped us navigate through this complex period and prepare for recovery.

Elizabeth Bozinovska



IMPORTANT FIGURES

**12.5 million
Australians**

don't visit the dentist regularly

**\$11.2 billion
revenue**

generated by dental industry

**70,200 hospitalisations
could be prevented**

by earlier dental treatment

**24,519 dental
professionals**

IMPORTANT FIGURES

16,543 dental
businesses

19,047
professionals
in our database

10,987 dentists
we're in direct contact with

1 partner in your
industry

10 members of Parliamentary
Friends of the Dental Industry

Nikki Kelso

Director of Corporate Engagement

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Alexandria NSW 2015

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