
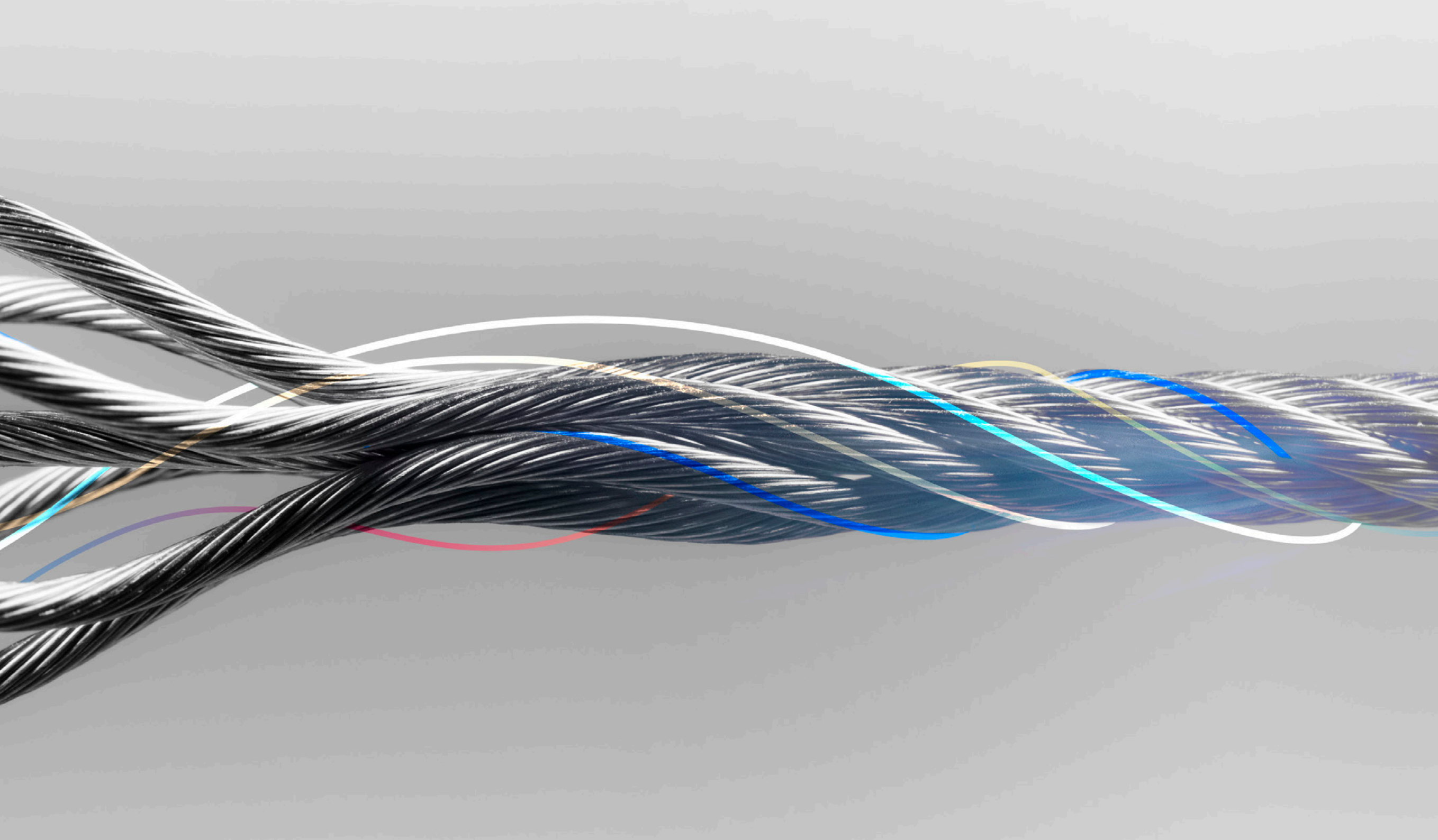




Australian Dental  
Industry Association

The background of the slide features a complex graphic of several thick, black, twisted cables or ropes that are intertwined and draped across the frame. Overlaid on these cables are several thin, vibrant lines in blue, yellow, red, and green, which follow a similar draped path, creating a sense of dynamic movement and industrial strength.

# AN INDUSTRIAL STRENGTH PARTNERSHIP PROPOSAL



# AN INDUSTRIAL STRENGTH INTRODUCTION

In a world that changes daily since COVID, where a lockdown could mean a closedown, we understand our partners’ key objectives and how to support our partners’ market success.

Since COVID, our members, stakeholders and industry have been bombarded with a never-ending avalanche of email and correspondence. So here at Australian Dental Industry Association (ADIA), we understand that now, more than ever, it’s essential that your information gets the cut-through and attention it deserves.

Now is the time for ADIA members to be working on, rather than in, their businesses. This means they can better plan for an uncertain future and can ride the recovery wave as we return to Australia’s new normal.

We want to bring you with us. By partnering with the Australia’s only industry association for dental suppliers, ADIA, you can be positioned as providing our members with business solutions, stability and resilience. ADIA will assist you to show our members that you are here to help solve their business problems, so they can be more successful and profitable.

We will assist you to engage with members in a meaningful way, to help you be more successful. We do this via a planned engagement with members, stakeholders and industry:

- 1,000 dental supplier email database
- 10,000+ dental professionals database
- 15 live events including conference, branch briefings, webinars etc
- monthly e-newsletter
- ADX expo (Australia’s premier dental event in the southern hemisphere)
- market research

I personally work with all ADIA partners to co-develop a program. This means I sit down with you to understand your requirements and KPIs, and then we work together to create the best implementation plan to deliver outcomes. I’m here to work with you to deliver what you need, to our members and the broader industry, at the right time to ensure a successful outcome. This is why our partnership program is so highly regarded.

Partnerships have the ability to deliver large-scale influence across an industry, blocking strategies to ensure competition reach is muted, active lead generations and a range of other KPIs I’m happy to discuss.

As Director of Corporate Engagement, my role is to work with you to develop the best possible solution and place your organisation at the centre of the dental industry. Together, we can be stronger.

**Nikki Kelso**  
*Director of Corporate Engagement*  
0409 601 101

**Kym De Britt**  
*CEO*





There are over 24,000 dental professionals in Australia, employing over 54,000 people across 17,130 dental businesses, supplied by over 200 companies.

Their profit margin is 11.5% (compared with only 7% across all of health). From chairs to drills, from financing to websites, our members provide everything a dental practice needs to be successful (except for the knowledge in their heads and the degree on their wall). They have a huge reach within dental 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 business purchase decision-makers 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 dental industry’s exclusive partner to proudly state that you are the natural choice to support business success. It says, truthfully, ‘We are here to help you be better and do better’.

Formed in 1925 to represent the dental supply industry, ADIA now has over 90% of the industry as members. The ADIA ADX expo attracts thousands of visitors, in three major cities and is now the premier dental event of its kind based in the southern hemisphere.





# PARTNER BENEFITS: MARKET INTELLIGENCE

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 industry market intelligence survey is circulated to over 1,000 staff of our 200+ members. This will enable your business to ask to ask dental supply businesses (or key demographics within this group) 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 gain insights into such questions as:

- How has COVID impacted your business?
- How has this changed your purchasing decisions?
- What market-leading innovations do you plan to launch in the next year?

You can even:

- meet with a small focus group so you can explore a niche question more deeply; or
- host a coffee catch-up of diverse members to quick-test service offerings.

This will allow you to:

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

- We will be surveying over 10,000 people this year.
- Market research findings are limited to annual partners, providing exclusive insight.
- The long-form survey can be augmented by an in depth focus group.





## PARTNER BENEFITS: EVENTS

ADIA events are highly-established and well-utilised by members and non-members. They provide partners the opportunity to engage directly with dental industry audience of “warm leads”. A tailored ADIA partnership will see you benefit from exclusive access where possible and personalised introductions to your new potential clients.

We are utilising emerging technologies to deliver ongoing learning, support and engagement for our members. The business skills **Refresh Webinar Series** positions our partners as the clear choice to help our members refresh their business during these challenging times. This is a great opportunity to promote business solutions to senior decisionmakers of our membership across Australia.

**ADX** is Australia’s premier dental event, providing myriad opportunities to connect dental practices with suppliers. The event has grown significantly since its inception over 50 years ago and now boasts over 150 exhibitors, up to 600 booths and thousands of visitors.

In response to industry and buyer need, we capitalised on the underserved Victorian and Queensland markets by launching **ADX Melbourne** and **ADX Brisbane** alongside **ADX Sydney**, giving you three trade show event opportunities every two years.

The **ADIA “member” Conference** addresses the other side of business success: efficiency, efficacy and business knowledge. Revamped for a launch in 2023, over 200 CEOs and business leaders from the dental industry and aligned trade associations meet in an intimate, low-distraction event. This is a prime opportunity to promote your message to thought leaders and purchase decisionmakers. This positions your business as a trusted subject matter expert and guarantees increased interest from customers.

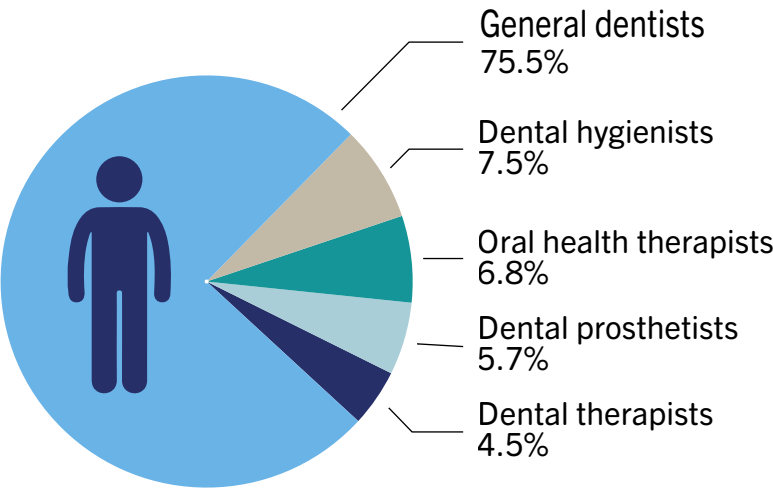
Our commitment to Women in Dentistry centres on the **Women in Dentistry breakfast** at each ADX. Featuring an inspirational businesswoman speaker and with limited sponsorship opportunities to ensure maximum cut-through, you can demonstrate your support to women’s empowerment and achievement and network with customers at the same time.

The annual **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.

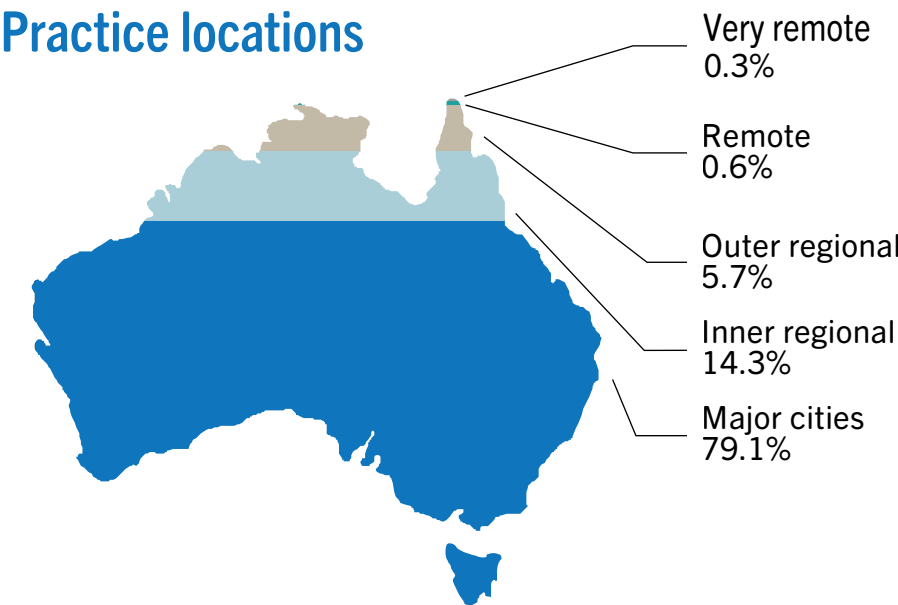
- ADX is Australia’s premier dental event.
- Delegates come from all over Australia to see more, buy more and learn more.
- In response to sector need, ADX has expanded to Melbourne and Brisbane, as well as Sydney - three major events every two years.

# DENTAL PROFESSIONALS

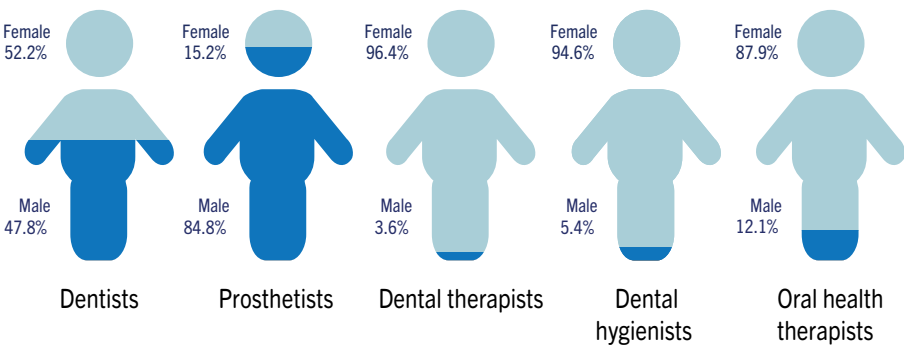
## Dental labour force



## Practice locations



## Gender distribution



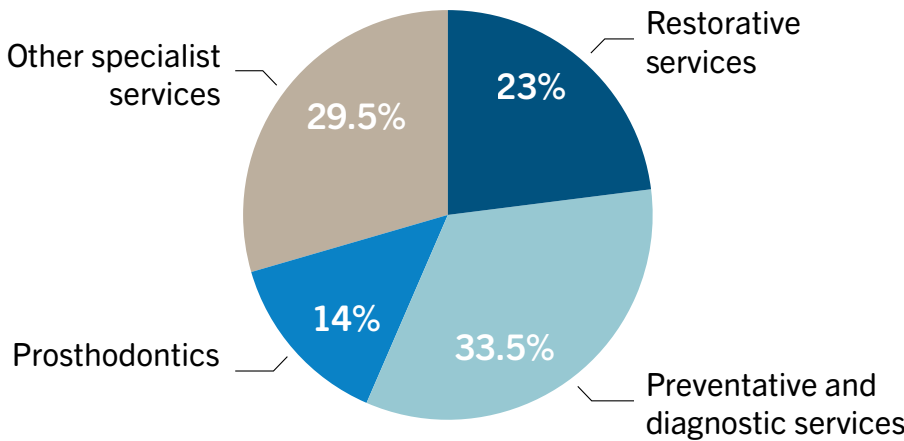
The number of women being employed as dentists has increased strongly over the past five years, with more places at dental schools being awarded to women over the past decade than in previous decades.

# DENTAL SUPPLIERS

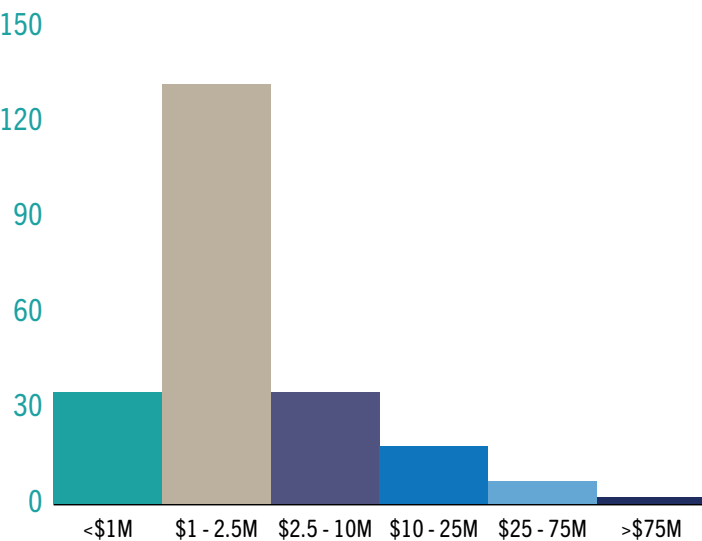


7.6% of the \$4.5bn medical and surgical equipment manufacturing revenue in Australia is dental equipment and supplies.

## Products and Services Segmentation



## ADIA membership types





## PARTNER BENEFITS: COMMUNICATIONS

ADIA prides itself on being the trusted source of information for the dental industry. Our communication channels are tried and tested, and members rely on our information for business insights.

### ADIA MEMBER COMMUNICATIONS

Our regular **CEO Update** newsletter has become that trusted source of information and highlights that we (and you) can help them survive the business challenges brought about by COVID-19 and thrive as businesses open back up. From Government stimulus packages to tips on ensuring staff are as effective as possible while working from home, to business rights and legal 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 recover and grow.

The **Check Up** newsletter goes out 11 times annually, circulated to our entire membership and their staff. It features useful information that helps members be successful. Your partnership includes a **news article**, and **“Did You Know?”** tips and tricks for business growth, to provide immediate positive association with your brand.

### DENTAL PROFESSIONAL COMMUNICATIONS

Partnership with ADIA is an opportunity for mass engagement – not just with our members, but their tens of thousands of customers and other associations within the oral health space. If you also want to target dental practices as potential customers, our monthly learning-focussed **e-news** for dental professionals is a great way to position your business as a trusted solution to dental practice business challenges, through direct messaging or driving traffic to your online resources.

All of our communications are supported by social media campaigns on **Twitter**, **Facebook**, **Instagram** and **LinkedIn**. When remote working is incredibly commonplace and social media consumption is ever-increasing, our partnership promotes you to new audiences via these channels.

Partner inclusions in a wide ranging number of ADIA communications will ensure your product or service is kept at the forefront of our members’ minds. Influencing buying decisions and generating sales leads requires a 365 solution. ADIA communications form the backbone of this ongoing presence.



23,244



1,214



1,430



12,000



6,591

- The Check Up monthly member newsletter goes to over 1,000 staff of our 200+ members.
- Weekly CEO Update on business matters and support options are circulated to our 200+ members.
- EDMs to our 20,000-strong database.





- Investment in a partnership 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 products and services.

## RETURN ON INVESTMENT REPORTS



At the end of each strategic phase, ADIA will provide you with an ROI report which will clearly identify each outcome and its level of statistical success within that stream.

This will allow you to identify the ongoing success of your alliance with ADIA whilst also allowing you to identify future market trends within the dental supplier industry and adapt accordingly.

Return on Investment reports will be delivered via regular communication with Nikki Kelso, Director of Corporate Engagement, who will act as your single point of contact.

Nikki will become one of your most valuable resources for reaching and engaging with the ADIA community.

### **Nikki Kelso**

*Director of Corporate Engagement*

0409 601 101 | [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)



KEY CONTACTS



Kym De Britt *CEO*

[ceo@adia.org.au](mailto:ceo@adia.org.au)

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.

First place you want to travel once restrictions are lifted: New York

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

Best piece of advice you ever received: What do you get when you argue with a fool? Two fools arguing.



Nikki Kelso *Director of Corporate Engagement*

[nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) 0409 601 101

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.

First place you want to travel once restrictions are lifted: Japan

Words to live by: The best time to plant a tree was 20 years ago. The second best time is now.

Best piece of advice you ever received: Bite off more than you can chew, then chew like mad.



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  
*Managing Director  
Curaprox Australia*



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  
*General Manager  
Carbine Media Pty Ltd*



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  
*Marketing Manager  
Ampac Dental*





# OUR BOARD



**Tanya McRae, Chair**  
Dental Installations (Australia) Pty Ltd

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.



**Ryan Green, Vice President**  
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.



**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.



**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.



**Jane Miller**  
Medical Dental Solutions

Jane has over 40 years' experience in the health care industry. Throughout her career, Jane has worked in many leadership, mentor and management roles and is a keen advocate for Women in Business. Jane continues to volunteer as a Registered Nurse in PNG on the YWAM Medical Ship.



**Jason Roberts, State Branch 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.



**Dr Alex Abrahams**  
Pacific Smiles Group Limited

Dr Alex founded Pacific Smiles Group Limited (ASX: PSQ) in 2003. He is a director of Enzo4D Pty Limited, which owns Sparx Lab dental laboratory and Affordable Denture & Implant clinics. He is Chair and director of Group Homes Australia (dementia care homes) and a non-executive director of Microequities Asset Management Ltd (ASX: MAM) and Haemokinesis Limited, an innovative immunohaematology business.



**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.



**James Squirrell**  
Modern Dental Pacific

James has been involved in the dental industry for 9 years. He previously held executive roles in the tourism and entertainment industries. He is a graduate of the Australian Institute of Company Directors, and a Fellow of the Institute of Chartered Accountants in England and Wales.

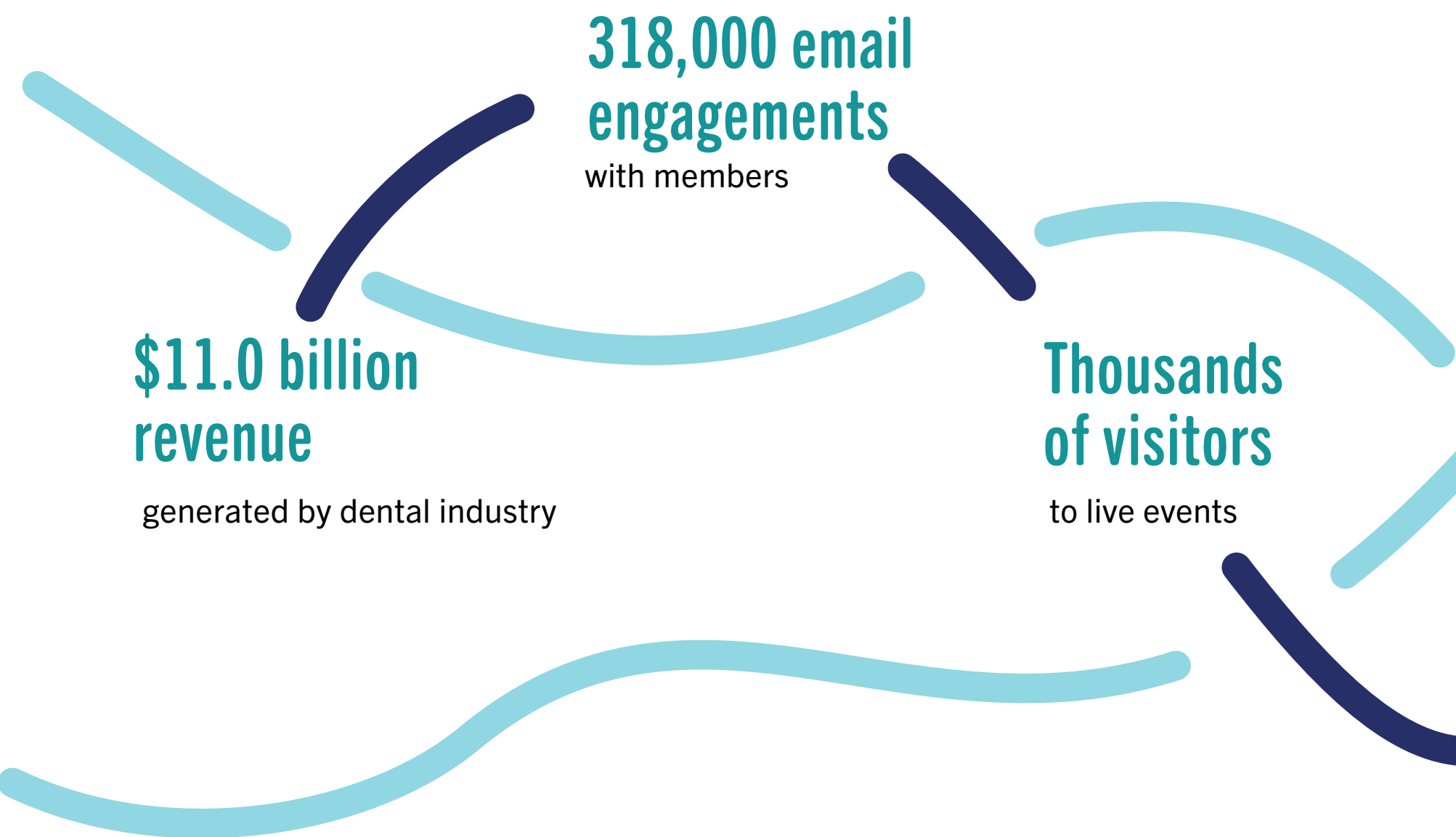


**Craig Young**  
A-dec Inc.

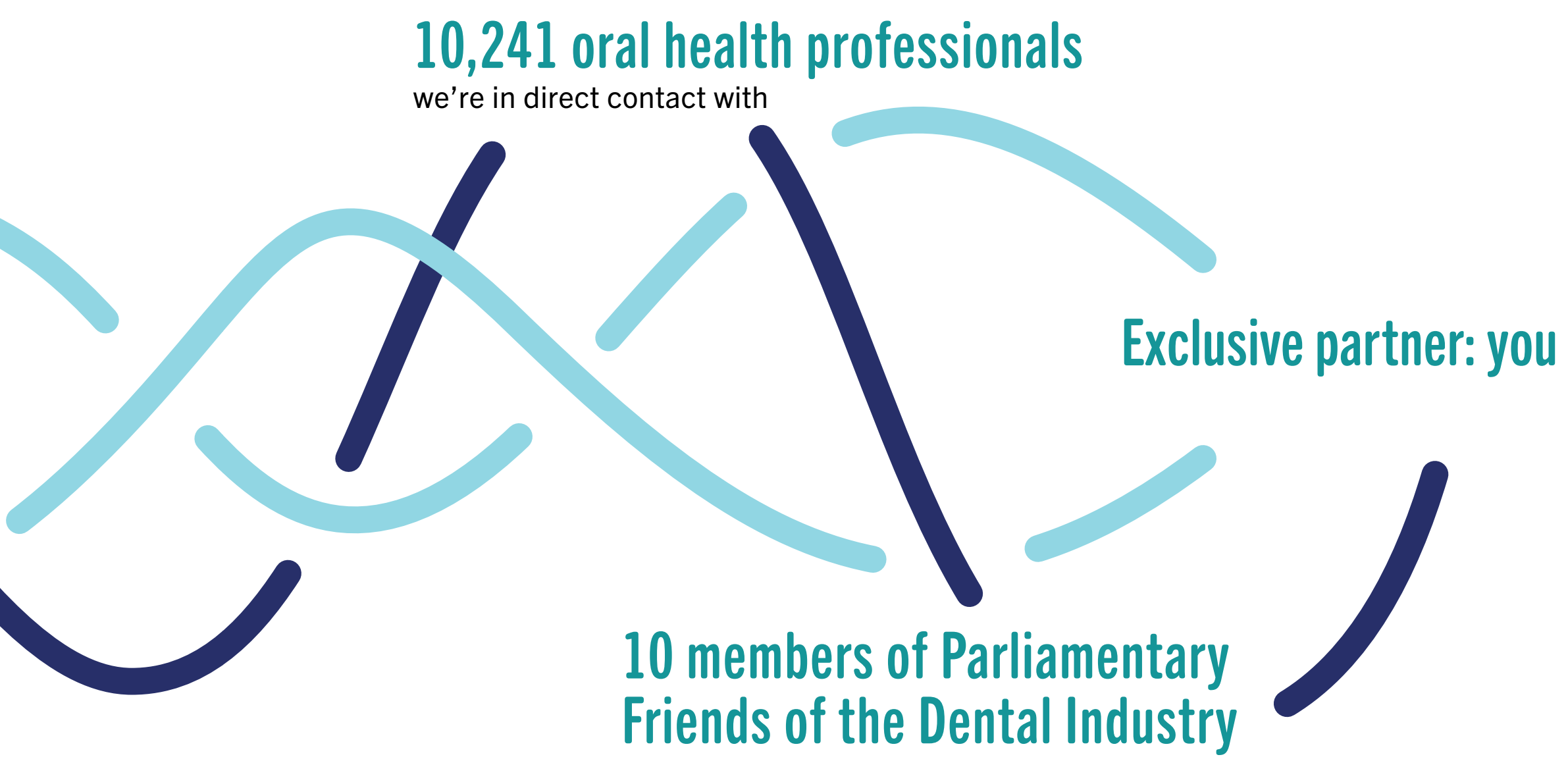
Craig has 30 years' experience in the dental industry as both a small business owner and as a senior executive of US based manufacturer A-dec Inc.



IMPORTANT FIGURES



IMPORTANT FIGURES







- 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

By engaging with our members, their customers and our networks, we provide you with new ways of being the subject matter expert in a variety of channels.

Many organisations are finding marketing and engagement budgets are a challenge right now. ADIA is mindful of the economic challenges brought about by COVID-19 and the subsequent social changes. We offer flexibility in both payment options and length of partnership.

Annual partnership	Six-month partnership	Three-month partnership
\$49,999 + GST (\$4,167 + GST per month)	\$32,499 + GST (\$5,417 + GST per month)	\$19,999 + GST (\$6,666 + GST per month)

I look forward to speaking with you about how we can best develop a package that best suits your organisations. I look forward to working with you.

**Nikki Kelso**  
*Director of Corporate Engagement*  
0409 601 101



**Nikki Kelso**

*Director of Corporate Engagement*

Suite 11A, 85 Bourke Rd  
Alexandria NSW 2015

0409 601 101 | [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)

