

Australasian Institute of Chartered Loss Adjusters

Sponsorship Guide

Welcome to Australasian Institute of Chartered Loss Adjusters' (AICLA) Sponsorship Guide. We appreciate your interest in partnering with us.

AICLA encourages the involvement of appropriate community and corporate sponsors in the provision of programs, training, and events. This guide will provide you with a clear understanding of what we consider when evaluating a sponsorship proposal.

About AICLA

AICLA is Australasia's premier professional Loss Adjusting Institute. Our mission is to advance the profession of loss adjusting for the benefit of its practitioners and the public in general through the continual education of its members and the encouragement of skilled, ethical and sound practice in the profession.

At AICLA, our sponsorship decisions are guided by our values, which shape our interactions, partnerships and contributions to the community. We seek sponsors who align with these values, including:

- **Integrity:** We prioritise honesty, transparency, and ethical conduct in all our relationships and activities.
- **Innovation:** We value creativity, forward-thinking, and a commitment to continuous improvement in everything we do.
- **Diversity and Inclusion:** We embrace diversity of perspectives, backgrounds, and experiences, fostering an inclusive environment where everyone feels valued and respected.
- **Quality:** We uphold high standards of quality in our services and partnerships, striving for excellence in all endeavours.
- **Respect:** We value diversity, treat everyone with fairness and dignity, and foster an inclusive environment where differences are celebrated.

Sponsorship Criteria

At AICLA, we carefully evaluate potential sponsors to ensure alignment with our values, audience and brand image. While we appreciate all inquiries, we reserve the right to refuse sponsoring from any brand or organisation for reasonable grounds, including but not limited to:

- **Misalignment with Values:** Brands whose values conflict with ours and do not support the causes we advocate for.
- **Reputation and Ethical Concerns:** Brands with a history of unethical practices, controversies, or legal issues that could adversely affect our reputation.
- **Conflicts:** Direct competitors or brands that may cause confusion in the industry regarding our offerings or situations where sponsorship from a particular brand may create conflicts of interest with our existing partnerships, stakeholders or organisational goals.
- **Brand Image:** Brands that do not complement our brand image or target demographic.

- **Legal Compliance:** Brands that do not comply with local laws and regulations, or whose activities may pose legal risks to our organisation.
- **Corporate Objectives:** Brands that are not consistent with our organisation's corporate objectives.

Discretion and Decision-making

Our sponsorship decisions are made with careful consideration of these factors and are ultimately guided by our commitment to maintaining the integrity of our organisation. We strive to ensure that all partnerships align with our values and contribute positively to our community and stakeholders.

We appreciate your understanding of our criteria and assure you that all sponsorship inquiries will be reviewed with fairness and in accordance with the law.

Contact Us

For more information on sponsorship opportunities, please contact:

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